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Miva Merchant

WEB DEVELOPMENT TRAINING FOR YOU AND YOUR ORGANIZATION



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INTRODUCTION TO
**JAVASCRIPT
PROGRAMMING!**



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1

Putting Your Business on the Internet

This chapter discusses business on the Internet and exposes you to various factors that are important to planning your E-store business venture.

Objectives

Upon completing this section, you should be able to:

1. Understand Key Business Factors Related to the Internet
2. Understand Design and Performance Issues for Internet Business Sites
3. Understand Internet Advertising and Marketing Terminology
4. Understand how Online Stores Operate
5. Identify Key HTML Terms, Definitions and Resources
6. Understand How to Use this Course

Business on the Internet

Putting your business on the Internet should be an exciting and lucrative project for you and your organization. As you work through this course, you may need additional skills or talent to help you complete some of the tasks.

In the first section of the course we give you some guidelines, suggestions, and things to consider that help to make your business successful on the Internet.

Doing business on the Internet requires an understanding of your current business, and how you can enhance that business through the use of the Internet. Some planning and story boarding can go a long way to creating an effective e-commerce enabled web site. A commitment to your web initiative is also paramount to your success.

There are three essential areas to consider when building a successful online business: Internet Business, Web Site Design and Performance, and E-store operations.

Internet Business Considerations

Products

“What products work best on the net?” is an interesting question. Some people will say “You can sell anything on the net!”, but when you really examine it, that doesn’t necessarily mean that the sale will be processed on the net. You may choose to capture the order online, or complete the sale transaction online differently for individual products - or for your company as a whole. The following examples illustrate some of the things to consider in deciding how to sell online.

Think about selling groceries. This may require the delivery of physical goods that need special transportation arrangements because they are perishable. Online grocers today deal with the situation by limiting the products selected and restricting the geographical customer area.

How about a corner store selling bubble gum on the Internet? Can a person buy a product that sells for \$0.50? Will the credit card companies process a transaction for \$0.50? Is it in the merchant’s best interest to take payments via credit cards for \$0.50? Do the credit card companies have minimum transaction charges? Will someone buy something if the shipping costs exceed the value of the product?

What about selling “Big Ticket” items on the web such as heavy equipment, cars, or appliances? If you are a new merchant and you are applying for the ability to take credit cards, you will probably be asked to post a bond to defray the risk to the credit card company associated with a customer potentially refusing to pay

their credit card invoice. Does the posting of a bond make sense in your business model, or is this an unexpected cost?

Customers

Whether you have a documented business plan for your web initiative or not, you should have some expectations and objectives for how selling on the web will affect your business. Are you adding e-commerce to maintain your existing customer base by making things easier and more convenient? Are you trying to expand your customer base? Is this a new type of customer with different buying habits and patterns than your normal customer?

How will your e-store relate to your physical store (if you have one)? Will your e-store save you money on operating costs, and possibly lower overheads? Will you pass some of those savings on in the form of lower pricing on your e-store, or in both of your stores?

Many retail chain organizations have spun their e-commerce entities up as separate organizations (divisions, companies, wholly owned subsidiaries) and operate them independently. For example, you can't buy something from the online store and return it in the physical store. You can't visit the physical store and have them order an item for you from the online store. Chains like Victoria's Secret, Barnes and Noble, Sam the Record Man, etc. all run their e-commerce entities separately. Why? Is it due to pricing, different inventory systems or regional distribution issues? Are there any reasons in your business for these types of considerations?

Market Geographies

You hear it all the time and you see it in ads and commercials, "The web is a global marketplace." When you offer your products on-line, will you get customers from other countries ordering from you? Do your products and services ship easily internationally? Do you understand international brokerage, customs guidelines and restrictions? Will foreign customers buy from you in your local currency, or will they look for a supplier that will sell to them in their local currency? If you are counting on new customers outside of the geographies you deal in today, you will want to be able to answer these types of questions.

Web Site Design and Performance Considerations

Compatibility

Much of the technology available for use on the Internet today may seem cool and neat, but you do need to carefully choose standards for use on your site that will enhance your presence on the Internet. Some of the newer and innovative tricks only work in the latest releases of Microsoft's Internet Explorer or Netscape's Navigator browser. Does it make sense to leave out potential customers just because they haven't upgraded their browsers yet?

You really want to ensure that your technical design standards reflect the user profile of your target audience. Are your pages viewable in older browsers or ones that don't display graphics? There are a number of examples today on the Internet where the pages work in the simplest/oldest of browsers. An excellent example of this type of implementation is Amazon.com. Their objective is simple; if you are human and you are sitting in front of a computer that is connected to the Internet, then they want you to be able to purchase a book, tape, CD, from their web site. This is reflected in the technology used on the Amazon.com website, where the most advanced HTML technology used is an image map which is supported by browsers all the way back to version 2.x

Home Page

Your home page is the first thing your customers see; it is their first impression of your company. Your home page should load quickly and should provide visual impact and offer intuitive navigation. Your customer needs to feel that they've come to the right place to find what it is that they are looking for. Like anywhere else, first impressions are important on the web. You should know how your site looks in comparison to your competition. Survey your competitions' websites. Have focus group sessions with your existing customers to find out what they want, and how they want it to work. Focus on your uniqueness that will make someone purchase from you over your competition and communicate this, right up front, on the home page.

Site Look and Feel

Looks count! Your logo and typeface will be very important to the overall look of your site. Your website should be considered an important piece of your marketing program, and as such should reflect your Name, Logo and company in the same way all of your other marketing materials do. There are a number of professional web design firms that specialize in helping companies develop their look. It is important to find experienced web design firms that ensure you get a consistent look in different browsers on different computer systems like Windows PCs, Macs and Unix systems. If you are deciding to do this type of work in-house, or on your own, there are excellent resources available to help you gain skills that you may not initially have. The absolute best site for web development resources is <http://www.trainingtools.com>.

Required Information

When you think of your site as a total package, there are a few important pieces of information that will help make visitors to your site into customers:

Contact Info - You should put your full mailing address, and all of your phone and fax numbers on your site so customers can always contact you. Remember that the Internet is a global marketplace and 800 or toll-free numbers do not have a global reach. Always include your regular dial numbers so you can be contacted from anywhere in the world. Some of the most successful businesses on the Internet still take 50% or more of their orders over the phone.

E-mail Addresses and Response Times - Your customers and website visitors should be able to contact you from any page within your website. Even though you might think that you have provided all the necessary information for them, the number of e-mails and questions that you will receive will surprise you. The downside of this is that your Internet customers have the unreal expectation that you are always in front of your computer, so that you can reply to their e-mail within minutes of receiving it. You may want to state, in writing, a response guarantee of 48 hours (or 2-business days) to any inquiry. This response guarantee would be a value that could fit your business' schedule.

Privacy Statement

Customers will be providing you information that they consider sensitive. Therefore, it is your job to make them feel comfortable, and let them know what you intend to do (and what you don't intend to do) with their information. This can be the difference between someone filling out your order form or not!

Security Statement

Many web shoppers distinguish the good, legitimate, trustworthy sites from others by looking for assurance that the credit card transactions will be done in a secure manner. A description of how this works on your site can give the shopper confidence, and help to capture their purchase online.

Site Traffic

Just putting a business on the Internet is not enough; much like opening a storefront in the right place is not enough. You must look for ways to drive traffic to your site. One method is to make sure that your site is easily located in the popular "Search Engines". Almost all web surfers and shoppers use search engines as one of the tools to help them find the products and services that they are actively looking for. If you don't want to become an expert at registering your own site, you can purchase registration services. These types of services will usually offer live reporting of your site's position in targeted search engines based on targeted keywords.

Actively marketing your web site will also increase your traffic and sales. You will want to consider all the standard types of advertising such as print, radio and TV

plus web based advertising such as banners, link exchanges, mail lists, affiliate programs and special promotions. One of the greatest aspects about doing business on the Internet is the huge amount of data that you can collect and analyze related to your customers and their behavior using your website. You can easily create custom landing pages and promotions for each different ad campaign that you run and for each different media that you use.

Securing Web Pages

There are two types of security - one where you want the user to login with a username and password to get access to the content, and the other where you want to encrypt the data (pages) on its way from the server to the browser and back again. The latter is used in E-Commerce for safely transmitting credit card information. In both of these situations you are trying to secure a portion of your web site. The files (pages) that you want to secure must be in a separate directory on the web server. In both cases, the web server does all the work.

In the first case, a user requests a page that is in the folder that requires a password (e.g. <http://www.yoursite.com/password/>). The web server tries to access the pages as the anonymous user (a user with no login account). The login will fail because it will have used the file system security on the web server to identify the user/group accounts that will have access to the directory. A username and password box is then presented to the user, and if they identify themselves as a user with the correct password, the web server will let them have access to the web page.

The specifics of creating an account and giving accounts access to certain content directories varies by operating system (Unix, Windows NT, Macintosh), as does the method of assigning the appropriate permissions to the new accounts to properly secure the content. You should consult your ISP/Hosting Provider's documentation, or your IS groups help if you are working inside a large organization.

In the second case, the web server needs a certificate that will enable it to do encryption. The certificate request must be generated on the web server and the request is then forwarded to a Certificate Authority. The Certificate Authority will issue the certificate to a properly formatted request. There is a charge for a web server certificate. This charge will vary based on the Certificate Authority. Once the web server administrator receives the certificate from the Authority, it must be installed on the web server. This will enable encryption so that you can use http over SSL (secure sockets layer); in other words <https://>. Since encryption negatively impacts the performance of the web server, you should encrypt as few pages as possible. This is why we suggest a separate directory for this content so you can instruct the web server to encrypt only that directory. Your URLs (uniform resource locators) will have to change to <https://> that point to the encrypted content. The unencrypted content will stay the same (<http://>).

Each web server (Microsoft IIS, Apache, Netscape Enterprise, etc.) has a slightly different procedure for generating the certificate request, and installing the certificate issued by the Certificate Authority. You should consult your web server documentation for details on this procedure. Most of the Certificate Authorities have detailed instructions available for each type of web server. One of the more popular servers is www.verisign.com. Your ISP/Hosting Provider may also be able to help you obtain a certificate for your site and secure your web server.

Internet Advertising Terms and Definitions

Banner Ads

Graphical ads that may contain animation. Usually a standard size of 168 pixels wide x 40 pixels high.

Impressions

The number of times that your banner ad will be put on a page. You normally buy blocks of 100,000 impressions.

Click Throughs

When someone clicks on your banner and follows the link through to your site (or custom landing page).

CPM– Cost Per Thousand

(M = roman numeral for one thousand) - i.e. \$5000 / 100,000 impressions = 50.00 CPM.

Average Click Through

This rating details the number of people that click on your ad out of the number that are actually displayed. 1-2% is considered normal or average, 5-10% is considered exceptional.

Link Exchanges

Negotiated deals where your site and another site display each other's banner ads.

Affiliate Programs

The placement of other companies ad banners and links where the user is tracked. You may earn a commission or fee if they buy the other companies products or services.

Mailing Lists

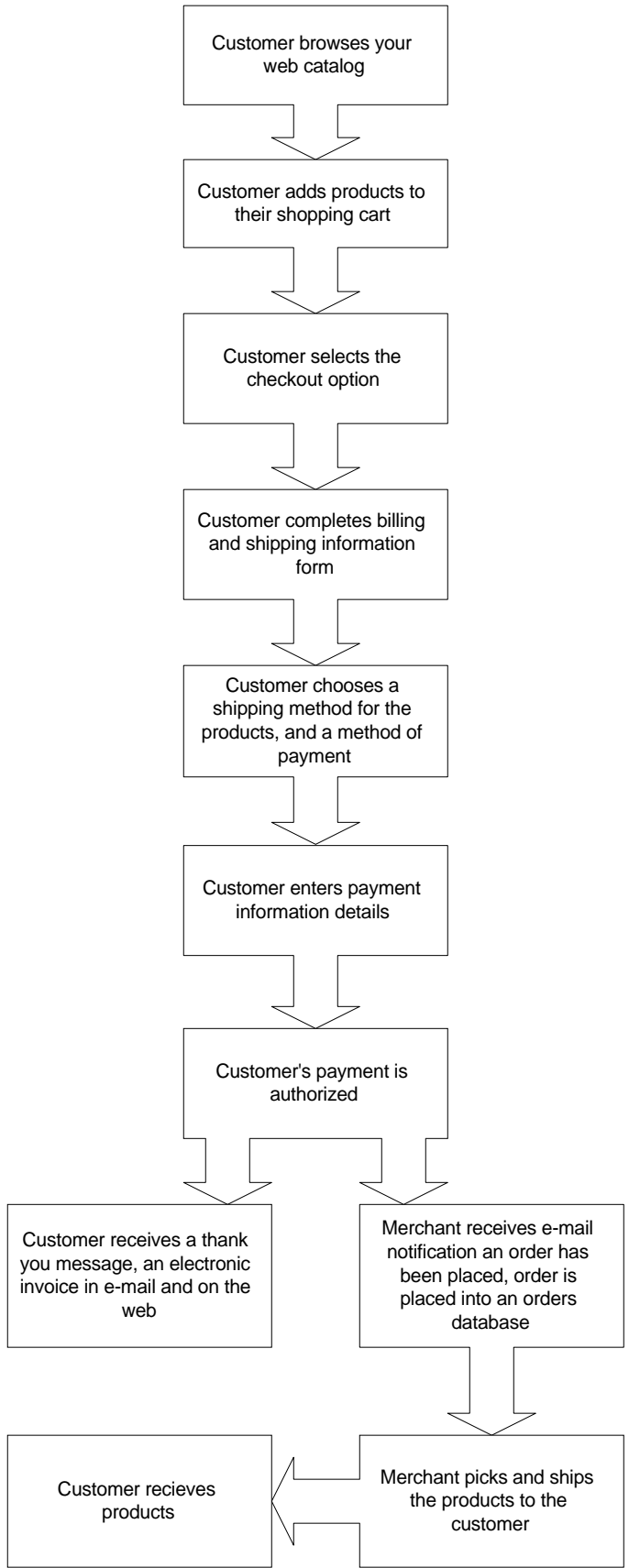
Mailing lists are maintained by specialized software that allows people to subscribe and unsubscribe to a broadcast e-mail system. This type of e-mail is usually referred to as solicited bulk e-mail. Getting your visitors to join a mailing list and keeping them updated regularly will allow your online business to grow.

E-Store Operations

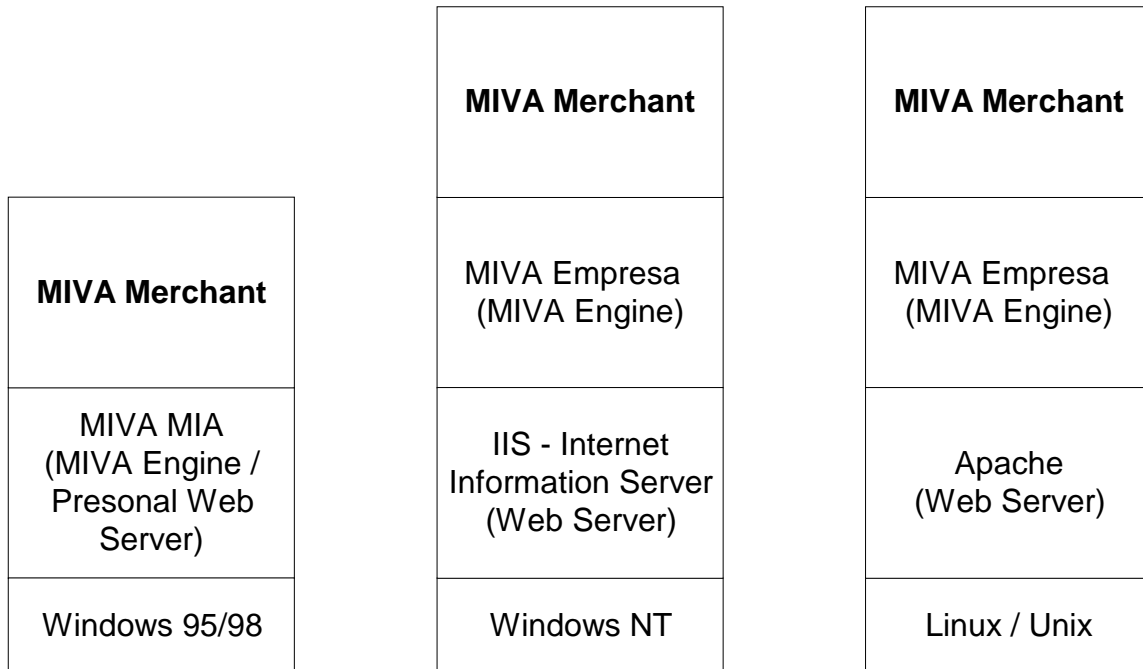
How Your Online Store Will Work

One of the most important concepts in the development of an online store is the determination of product categories. You can think of these as virtual aisles in a store. You will create (or place) your products in these aisles. The customer browses through these aisles on the Internet looking for the product that interests them most. When they find what they want, they can add it to their shopping basket. When they are finished shopping, they can go onto the “checkout” phase where they provide their shipping information and payment details. The software verifies the payment, completes the sale, and provides the customer with an invoice. As orders are placed, you receive e-mail messages confirming/informing you that a transaction has taken place in your store. You can then connect to the server and download the orders.

The following diagram illustrates and identifies the steps and functions that Miva Merchant uses to make your online store run efficiently. The process starts when a customer enters your online store and browses your online catalog of products: *See diagram on next page.*



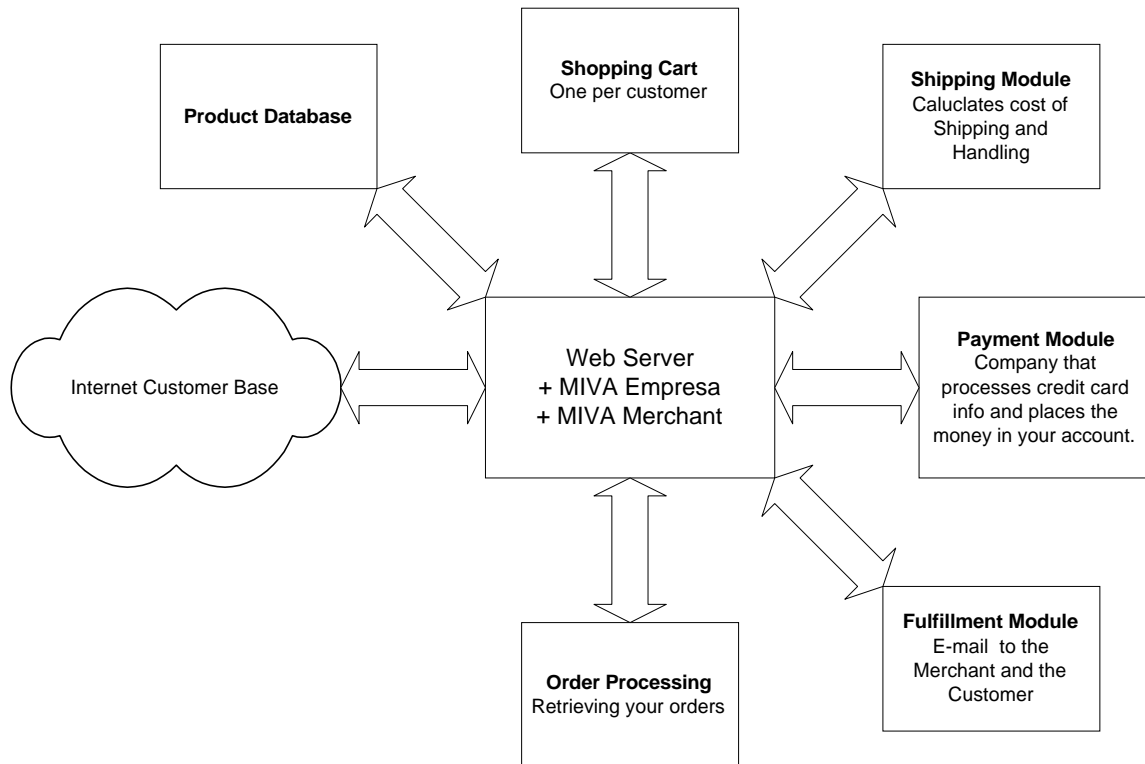
Miva Merchant Architecture



Miva Merchant is implemented as a series of modules written in the Miva Script programming language. Therefore in order to run the Miva Merchant application you first need a Miva Engine. The production engine is called Empresa and is available for both platforms: Windows NT running IIS, and Apache running on UNIX. For testing and learning you can install Miva Merchant on the Miva Mia personal web server on a Windows 95 or 98 machine.

Miva Merchant will install into a directory called Merchant2 under your web server root directory. It will add a number of .mv files; these are the Miva Script modules that make up the Merchant product. Miva Merchant will store all of the data about your store under the data directory that is configured when you install the Miva Engine.

The following diagram displays some of the interaction between the modules and the components that make up the Miva Merchant product.



Product Selection

In every business, it is 20% of the products that generate 80% of the sales - and another 20% of the products that generate the greatest amount of profit. Is the goal of your store to increase sales, or profits, or both? You can use your complete catalogue of products for your online store, or you can select specific items. If you want to start with a partial list you should pick some of your best sellers, or some of your unique and hard to find kinds of products. Miva Merchant makes it easy to add products and update your offerings later if you decide to add your entire catalogue.

One of the greatest things about placing your store on the Internet is the ability to provide the customer with an incredible amount of information about the product. You can include pictures and detailed specifications. You will also be able to create “upsale” items so that when a customer is selecting a product, your e-store will automatically try to sell them additional items - just like a fast-food employee asking, “do you want fries with that?”

E-store Administration

Miva Merchant allows you to set up, configure, and maintain all of the products and operational features of your store by accessing administrative menus through your browser. This means that as long as you have access to the Internet, you can log on and go to work at the store. The administrative menus and feature modules provide you with the opportunity to make selections in plain language, without a need for detailed experience with web technologies. There

are still areas where an understanding of the underlying technologies would be a distinct advantage and could help you to build a better online business. Throughout this course, we will try to point out and explain these areas.

HTML Terms and Definitions

HTML

An acronym for HyperText Markup Language. It represents the special codes that are used to turn text documents into graphical web pages.

Tags

HTML coding is often referred to as tagging since most HTML elements have a beginning point and an ending point known as the opening and closing tag. These tags use angle brackets, <opening> some content affected by the tag </closing>.

URL

An acronym for Uniform Resource Locator. It represents the address of web pages and their components on the Internet.

Colors

HTML uses RGB color codes to represent colors for text, page backgrounds, etc. You may see these 6 digit values indicated in some fields.

Directory Structure

Addressing on the web (URL's) refers to a web page's location. It uses standard directory path information as part of the address. It is critical for you to understand where your files are located in your directory structure.

Uploading

This term refers to the process of moving a copy of a file, or transferring information from your local machine (files on your hard drive or information in your browser) to the web server. Miva Merchant will present you with fields for you to enter file information for uploading. This information could be a URL, or a file located on your local drive. The uploading of files is often referred to as publishing.

How to Use this Course

The goal of this course is to teach you how to use the features of Miva Merchant to accomplish your business objectives for your online store. The course will focus on the default settings and standard options for all of the required store configurations. Each chapter covers new concepts and skills that advance you through starting your store and understanding how to continue to add functionality. At the end of each chapter you will find review questions and an answers appendix is provided at the back of the course.

The exercises in each chapter will direct you to try out the key skills covered in each section. The exercises are generic as it is recommended that you attempt to work with your own content. To create your own test environment you can install Miva Merchant locally (on your PC) if you have your own copy of the software and license number. If you are working on a Miva Merchant setup that is hosted by your Internet Hosting Provider (IHP) you can work on your store settings without having your store linked to your main web site.

There are tutorial files included because they were used in the creation of the screenshots and course examples. You can experiment with these files but you may not find it to be effective due to a lack of familiarity with the content.

Review Questions

1. What products do you currently sell that you think would be best sold on the Internet? Why?
2. Are your customers already on the net? (Yes/No)
3. Are you prepared to handle international orders from the global marketplace?
4. What is a click through? (Define)
5. What is CPM? (Define)
6. What is an affiliate program? (Define) What is an example of one?
7. What is the standard size for a banner ad?
8. What is a URL?
9. What are Tags?
10. What is uploading?

Summary

As a result of this chapter, you should be able to:

- Understand Key Business Factors Related to the Internet
- Understand Design and Performance Issues for Internet Business Sites
- Understand Internet Advertising and Marketing Terminology
- Understand how Online Stores Operate
- Identify Key HTML Terms, Definitions and Resources

2

Creating the Mall

This chapter discusses setting up Miva Merchant so that you can build, manage, and create a mall.

Objectives

Upon completing this section, you should be able to:

1. Setup Miva Merchant
2. Understand the concept of Administration
3. Remove Miva Merchant

Prerequisites:

In order to complete the installation of your Miva Merchant software you need the following items first.

1. Miva Engine installed on a web server. (Consult the Installing Miva Mia and Miva Empresa documentation for further information)
2. Miva Merchant License Number. (You should receive this from your IHP (Internet Hosting Provider) as part of your E-commerce package, or directly from Miva if you purchased from them.)

Miva Merchant and Your ISP

Miva Merchant creates a virtual Mall within which you can create multiple stores. If you are running your own installation of Miva Merchant, you will need to setup a Mall and place a store or multiple stores within the Mall. However, depending on the nature of your Miva Merchant license, you may not need to setup a Mall. Your account may only give you access to your own store in a Mall that already exists on your ISP's or Host Provider's server. Setting up a store is covered in the next chapter. Each store in a Mall requires a separate Miva Merchant License. The License fee is a reduced for additional stores after the first.

Miva Merchant Setup

Once you've installed Miva Merchant on your server, you set it up through a web browser by accessing the following address:

`http:// ... your server's name ... /merchant2/setup.mv`

Miva Merchant will execute the setup program through your browser. The first thing it will present you with is the Miva Merchant setup wizard.



{Click} the "Next" button to proceed with the setup.

License Agreement

You will have to agree to the License Agreement in order to proceed.



Restart | Close

In order to install and use Miva Merchant, you must read and agree to the terms of the license agreement below. After reading the license agreement, check the box below to indicate your acceptance of the Miva Merchant license agreement.

Miva Merchant v2.x Domain License (Retail Version)
Last updated: Mon Oct 25 12:57:47 PDT 1999

BY DOWNLOADING AND/OR IMPLEMENTING THIS SOFTWARE YOU AGREE TO THE FOLLOWING LICENSE:

Definitions: (i) "You" and "LICENSEE" refers to the person, entity or organization which is using the software and source code known as "Miva Merchant", and any successor or assignee of same.

(ii) "Miva Script" refers to a proprietary server side scripting language software implemented in a variety of Miva Corporation products and developed and distributed by Miva Corporation, a California, USA Corporation.

I ACCEPT THE TERMS AND CONDITIONS OF THE LICENSE AGREEMENT

Previous

Next

Review the License Agreement thoroughly. Once you have accepted the terms, {Click} on the checkbox and then {Click} "Next".

You will need to input the License code provided to you when you purchased Miva Merchant. Input the License Code into the License Code field and {Click} "Next" to proceed.



Restart | Close

In order to install and use Miva Merchant, you must enter a valid license code. Your ISP or hosting service should have given you this code, or perhaps you purchased Miva Merchant online through the Miva General Store, in which case you will have received your license code via email.

Enter the license code below.

Miva Merchant License Code:

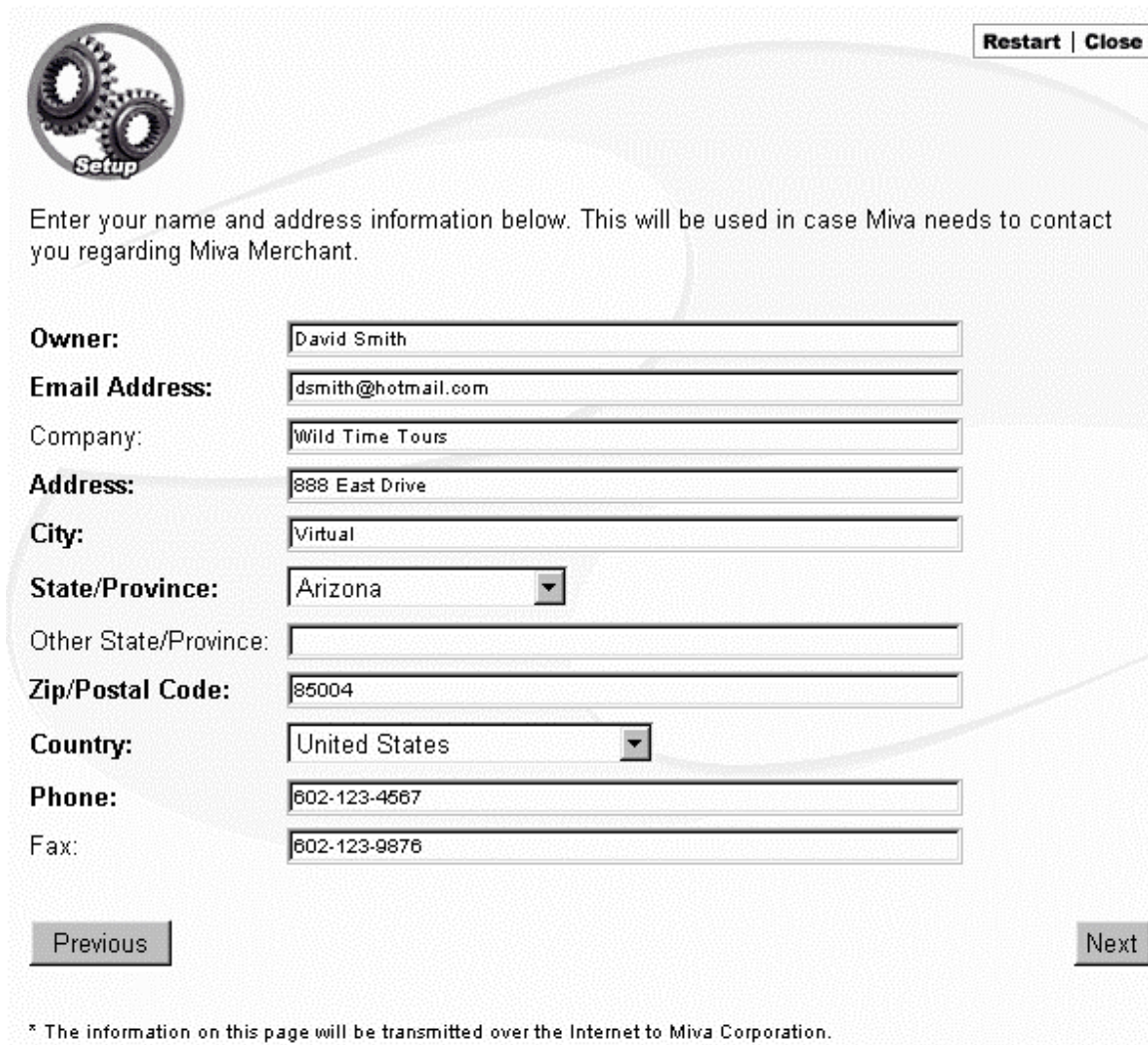
Previous

Next

* The information on this page will be transmitted over the internet to Miva Corporation.

Registration

The next step involves inputting ownership information. This information is sent to Miva Corporation for their records. Field names in bold are required if you want to proceed with the setup.



The registration form is titled "Setup" and includes a "Restart | Close" button in the top right corner. It contains the following fields:

Owner:	David Smith
Email Address:	dsmith@hotmail.com
Company:	Wild Time Tours
Address:	888 East Drive
City:	Virtual
State/Province:	Arizona
Other State/Province:	
Zip/Postal Code:	85004
Country:	United States
Phone:	602-123-4567
Fax:	602-123-9876

Navigation buttons: Previous (left), Next (right).

* The information on this page will be transmitted over the Internet to Miva Corporation.

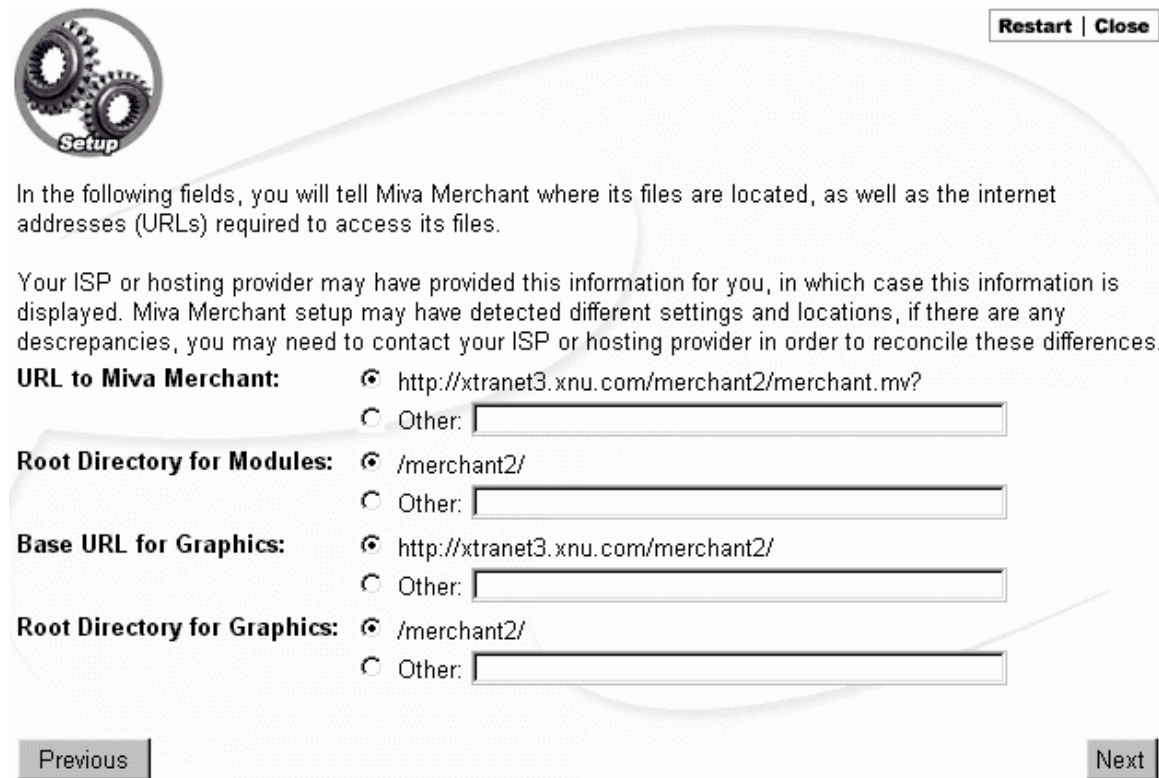
Merchant Tip:

The Zip/Postal Code field affects the UPS shipping module. Shipping costs will be calculated from this US Zip Code to the destination. The UPS Shipping module uses UPS US for price calculations. For Canadians choose a zip code closest to you to approximate the shipping costs.

Data entered in the State/Province field may affect the listing of states available when you are creating your taxation settings. A setting of "Outside US" will require that you create a list of states if you choose to use a "State Based Tax".

Site Configuration

The Site Configuration menu requires information about the addresses for various folders and content for Miva Merchant and your web site. Most users can leave the settings at default. However, you can specify specific folders for content such as web pages, the location of Miva Merchant modules, and images.



In the following fields, you will tell Miva Merchant where its files are located, as well as the internet addresses (URLs) required to access its files.

Your ISP or hosting provider may have provided this information for you, in which case this information is displayed. Miva Merchant setup may have detected different settings and locations, if there are any discrepancies, you may need to contact your ISP or hosting provider in order to reconcile these differences.

URL to Miva Merchant: http://xtranet3.xnu.com/merchant2/merchant.mv?
 Other:

Root Directory for Modules: /merchant2/
 Other:

Base URL for Graphics: http://xtranet3.xnu.com/merchant2/
 Other:

Root Directory for Graphics: /merchant2/
 Other:

Previous Next

- URL to Miva Merchant: Your storefront on the Internet.
- Root Directory for Modules: Folder containing feature modules for configuring stores.
- Base URL for Graphics: The complete or absolute address of the folder where the images will be located.
- Root Directory for Graphics: The name of the folder where image files will be kept.


To input alternate paths; *{Click}* “Other” beside the applicable field and input the appropriate path.

When you’ve completed the Site Configuration, *{Click}* “Next” to proceed with the setup.

Secure Site Configuration

Files on your web site involving on-line transactions and collection of sensitive information from customers need to be placed in secure areas of the server.

{Click} the appropriate radio buttons to select None (the default), an https URL, or Other to specify a custom location.

Restart | Close

In the following fields, you may indicate your secure directories and urls. This enables you and your customers to transmit information over the internet without fear of interception by others.

Your ISP or hosting provider may have provided this information for you, in which case this information is displayed. Miva Merchant setup may have detected different settings and locations, if there are any discrepancies, you may need to contact your ISP or hosting provider in order to reconcile these differences.

Secure URL to Miva Merchant:

- None
- <https://xtranet3.xnu.com/merchant2/merchant.mv?>
- Other:

Secure URL to Miva Merchant Administration:

- None
- <https://xtranet3.xnu.com/merchant2/admin.mv?>
- Other:

Secure Root Directory for Modules:

- None
- /merchant2/
- Other:

Secure Base URL for Graphics:

- None
- <https://xtranet3.xnu.com/merchant2/>
- Other:

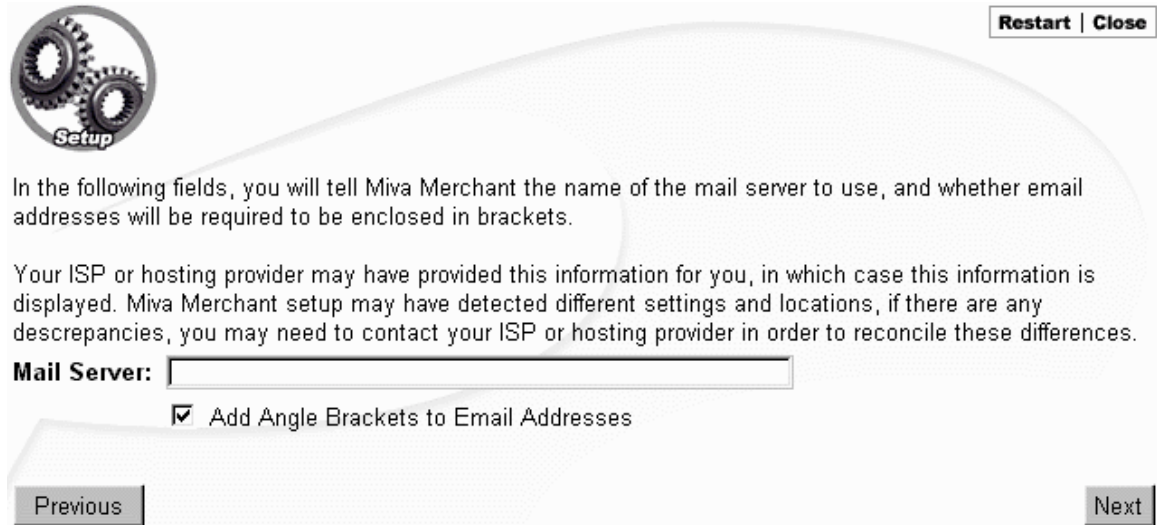
PreviousNext

When you've completed the Secure Site Configuration, {Click} "Next" to proceed with the setup.

Mail Server

If you need to send and receive email through Miva Merchant, you must input the URL of your Mail Server in the Mail Server field. {Click} “Add Angle Brackets to Email Addresses” to make email addresses appear in the following format:

address@email.com



In the following fields, you will tell Miva Merchant the name of the mail server to use, and whether email addresses will be required to be enclosed in brackets.

Your ISP or hosting provider may have provided this information for you, in which case this information is displayed. Miva Merchant setup may have detected different settings and locations, if there are any discrepancies, you may need to contact your ISP or hosting provider in order to reconcile these differences.

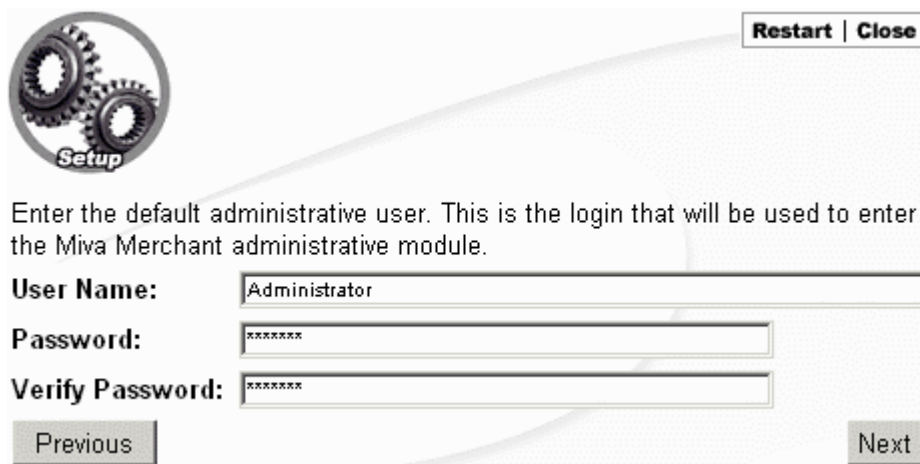
Mail Server:

Add Angle Brackets to Email Addresses

When you’ve completed designating a Mail Server, {Click} “Next” to proceed with the setup.

The Administrator

As the administrator or manager of Miva Merchant, you must input a user name and appropriate password so that you can modify Miva Merchant at any time and set access levels for other users who may be using the product.



Enter the default administrative user. This is the login that will be used to enter the Miva Merchant administrative module.

User Name:

Password:

Verify Password:

It’s important that you remember the precise User Name and Password. If you forget, you will not have access to Miva Merchant. Names and Passwords are case sensitive.

When you've completed creating an Administrator and Password, *{Click}* "Next" to proceed with the setup.

Setup Summary

When you have completed setting up Miva Merchant, you are presented with a summary of your settings. If you need to change any settings at this point, *{Click}* the "Previous" button to go back to the area(s) you need to modify. If you do not need to change any settings, *{Click}* "Finish".



You have now entered all of the information required to install Miva Merchant. Review the information below, and if necessary, go back and make any needed corrections. Miva Merchant will be installed as follows:

Owner:	David Smith
Company:	Wild Time Tours
Email Address:	dsmith@hotmail.com
License Number:	LICN-7578977-0
Administrator Login:	Operations
URL to Miva Merchant:	http://127.0.0.1:8000/merchant2/merchant.mv?
Root Directory for Graphics:	/merchant2/
Base URL for Graphics:	http://127.0.0.1:8000/merchant2/
Root Directory for Modules:	/merchant2/
Mail Server:	mail.wttours.com

Confirmation

When you have completed setting up Miva Merchant, it displays a confirmation screen informing you the product has been successfully installed and lists the Administration URL and the store front URL. As you build your store, you will use both URLs extensively.

Congratulations! Miva Merchant v2.1 has been successfully installed.

You may access the administrative interface at: <http://xtranet3.xnu.com/merchant2/admin.mv?>
Login as **Administrator**, using the password you specified during the installation process.

The URL to the storefront is: <http://xtranet3.xnu.com/merchant2/merchant.mv?>

Removing Miva Merchant

To remove Miva Merchant, you have to input the following URL:

http:// ... your server name ... /merchant2/remove.mv

Welcome to the Miva Merchant Uninstallation Script

This script will uninstall your installation of Miva Merchant. You may remove the Miva Merchant script files and/or data files.

In order to proceed, you must enter the user name and password of a Miva Merchant user with Administrator privileges.

Login:

Password:

Remove Miva Merchant Script Files

Remove Miva Merchant Data Files

Input your Administrator Name in the “Login” field, and your password in the “Password” field. *{Click}* the checkboxes for “Remove Miva Merchant Script Files” and “Remove Miva Merchant Data Files” to remove script and data files. *{Click}* “Uninstall” to remove Miva Merchant. Keep in mind that all the data you have entered will be erased.

You must remove Miva Merchant before reinstalling it.

Exercise

Ensure that Miva Merchant has been set up and is ready for you to begin to make store configuration settings.

1. If you are working locally you need to have the Miva Merchant files on the web server that you are using.
2. In a browser access the setup.mv file to set up Miva Merchant.

If your store is being hosted by an ISP you may not have to run the setup.mv file and you will have been provided with the URLs for your store admin interface and your storefront as well as a login name and a password to access the administration files.

1. Write down the URL for your store admin interface
2. Write down the URL for your storefront

Review Questions

1. What is the name of the Miva Script file used to remove Miva Merchant?
2. Why do you need to specify a Mail server?
3. Why is the Secure Site Configuration so important?
4. What is the name of the Miva Script file used to setup the Miva Merchant package?
5. Do you have to remove Miva Merchant before attempting to re-install it? (Yes / No)

Summary

As a result of this chapter, you should be able to:

- Setup Miva Merchant
- Understand the concept of Administration
- Remove Miva Merchant

3

Logging in and Creating a Store

In this chapter, we review the Login process, Miva Merchant's Interface, and creating a Store.

Objectives

Upon completing this section, you should be able to:

1. Login to Miva Merchant
2. Understand Miva Merchant's Interface
3. Create a Store

Logging In

To add or modify any of the elements that make up a typical Store, you need to login to Miva Merchant. To login to the server, you must enter the administration interface by entering the following URL:

http:// ... your server name ... /merchant/admin.mv

You are presented with the Login screen. Input your Administrator name and password, then *{Click}* "Login". Both the name and password are case sensitive.



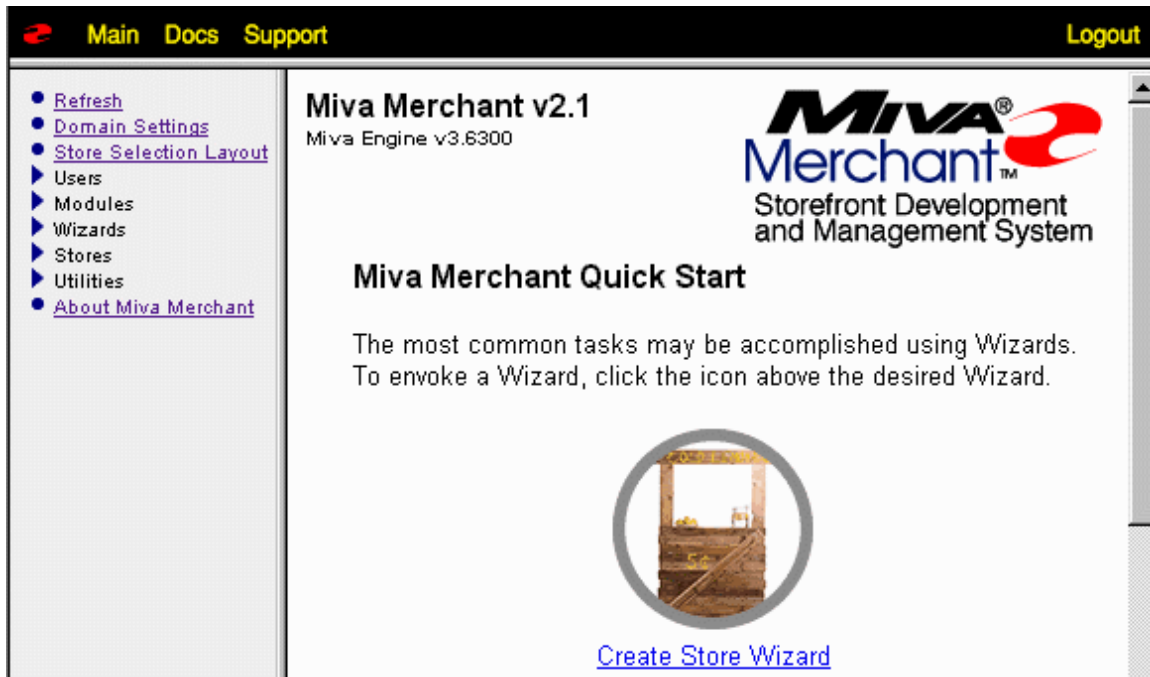
The image shows the Miva Merchant login interface. At the top left is the Miva Merchant logo, which includes the text "MIVA®" in a bold, black, sans-serif font, "Merchant™" in a blue, sans-serif font, and a red stylized "2" graphic. Below the logo is the text "Storefront Development and Management System". Below the logo and text is the word "Welcome!" in a bold, italicized, black font. Underneath "Welcome!" are two input fields: the first is labeled "Login:" and the second is labeled "Password:". Below the "Password:" field is a "Login" button with a grey background and black text.

The Miva Merchant User Interface

There are two methods for accomplishing tasks (such as adding Stores, adding Categories, adding Products), and so forth. The first is through the web-based forms accessed by the Link Hierarchy in the left hand frame of the browser. The second method is to use the Wizards that are available for creating many of the features of your store. The wizards make the set up of specific functions easier by taking you step-by-step through key settings. In this chapter, we look at both methods.

The Link Hierarchy

The Miva Merchant interface is presented through a web browser. Each page consists of two frames. The left-hand frame contains links organized in a hierarchical menu that connect to specific areas or elements of Miva Merchant. *{Clicking}* on a menu item in the left-hand frame causes the particular section you've selected to display in the right-hand frame.



The left-hand Frame contains the menu for Miva Merchant. The right hand frame contains the content that you customize.

Links in the hierarchical menu that have a circle beside them, such as “Domain Settings” • [Domain Settings](#) indicate that there are no additional options below this section. *{Clicking}* these links will bring up the appropriate form in the right-hand frame. Links with triangles beside them, such as “Stores” ▶ [Stores](#) indicate that there are additional menu items below. *{Click}* the triangle to expand the menu and select from menu items below the main link category.



{Clicking} the triangle beside “Stores” expands the menu, revealing the “Add Store” link.

{Clicking} the “Add Store” link brings up the “Add Store” form in the right-hand frame.

As you make changes or add content to various sections, you will have to {Click} a button to process your changes. The button you have to {Click} varies from section to section. It may be “Add” (as in the example above), or “Update”, or “Upload”.

Once you have input the required parameters, you must {Click} the “Add” button **Add** to process the information you’ve input.

In addition, many forms have links that run along the top of the page. For example, in the “Add Store” page, the links Identification, Owner, Settings, and Layout appear along the top. {Click} the link you desire to input or modify information. The section you are currently in is in black text and not underlined.

Identification [Owner](#) [Settings](#) [Layout](#)

There are four subsections in the Add Store form.

Using Wizards

As an alternative to using the main hierarchical link menu to add and modify store and mall content, you can also use Miva Merchant's wizards. By default, the first time you login to Miva Merchant, you are presented with the Create Store Wizard.

Miva Merchant v2.1
Miva Engine v3.6300



Miva Merchant Quick Start

The most common tasks may be accomplished using Wizards. To invoke a Wizard, click the icon above the desired Wizard.



[Create Store Wizard](#)

The Create Store Wizard screen.

To use the Wizard, *{Click}* the Link or Graphic for the Wizard and follow the step-by-step instructions. Various Wizards become available as you build your store. To access Wizards, expand the "Wizards" link and *{Click}* on the desired Wizard's link. We will cover specific Wizards as we detail each section of Miva Merchant.

Creating a Store

To add a Store, expand the “Stores” link and *{Click}* “Add Store”. The Add Store form appears.

The screenshot shows the 'Add Store' form. On the left is a sidebar with a navigation menu. The main content area has a title bar 'Add Store' with a help icon. Below it is a tabbed interface with 'Identification', 'Owner', 'Settings', and 'Layout'. The 'Identification' tab is selected. It contains three input fields: 'Manager' (with a dropdown menu showing 'Administrator'), 'Store Code', and 'Store Name'. At the bottom right of the form are 'Add' and 'Reset' buttons.

The Add Store form.

Add Store consists of the following sub-sections: Identification, Owner, Settings, and Layout.

Identification

Identification consists of identifying the manager, the store code, and the store name.

Manager

The store manager is the virtual manager of the store. This is usually the Administrator, who is responsible for setting up the store, and assigning user privileges to others who might be responsible for different elements of the store.

Store Code

Input a unique code (which can be a combination of numbers and letters) to identify the store within the Mall. It is a good idea to keep this code short as it is used in URLs to identify the store. You may want to use these URLs on other websites, as a method of customizing your store.

Store Name

Input the name of the store in this field. The name is used throughout the website for titles and headings.

{Click} the “Add” button to process the information you’ve input.

Owner

By default, the registration information input during setup of Miva Merchant is placed in the Owner section. However, if you only have access to a particular store within the Mall from your ISP, you will need to input your specific information in the Owner fields.


[Identification](#) **Owner** [Settings](#) [Layout](#)

Owner:	<input type="text"/>
Email Address:	<input type="text"/>
Company:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
State/Province:	<input type="text"/>
Zip/Postal Code:	<input type="text"/>
Country:	<input type="text" value="Canada"/>
Phone:	<input type="text"/>
Fax:	<input type="text"/>

{Click} the “Add” button to process the information you’ve input.

Settings

The Settings form sets up properties that affect the online ordering process.

Add Store 

[Identification](#) [Owner](#) **Settings** [Layout](#)

Units of Measurement (Weight):	<input type="text" value="pounds"/>
Basket Timeout (Minutes):	<input type="text" value="60"/>
Price Group Overlap Resolution:	<input type="text" value="Highest Price"/>
First Order #:	<input type="text" value="1000"/>
Sales Tax Calculation:	<input type="text" value="<Select One>"/>
Currency Formatting:	<input type="text" value="<Select One>"/>

Units of Measurement (Weight)

Input the unit of weight that is used for your shipping system. Typically, weight is in either pounds or kilograms. The value you input will interface with the shipping module(s) you use for the store.

Basket Timeout (Minutes)

You can specify when the customer's shopping basket becomes invalid if inactive for a particular amount of time.

Price Group Overlap Resolution

Later we will define Price groups. For instance you may have a group of A List customers, and a group of customers that receive special pricing. A customer might be in both of these groups, Miva Merchant will need to know which price it should present to the customer. Miva Merchant will make that choice based on this setting.

First Order

Miva Merchant creates order numbers sequentially starting at the First Order number you input. This field will only accept numbers it will not accept letters.

Sales Tax Calculation

Select from VAT, State Based Sales Tax, and Shopper Selected Sales Tax to specify the taxation method that you apply to your orders. These choices cause different logic to be applied to your order form in terms of required fields that must be completed.

Sales Tax Calculation:	<Select One>
Currency Formatting:	<Select One>
	VAT
	State Based Sales Tax
	Shopper Selected Sales Tax

Currency Formatting

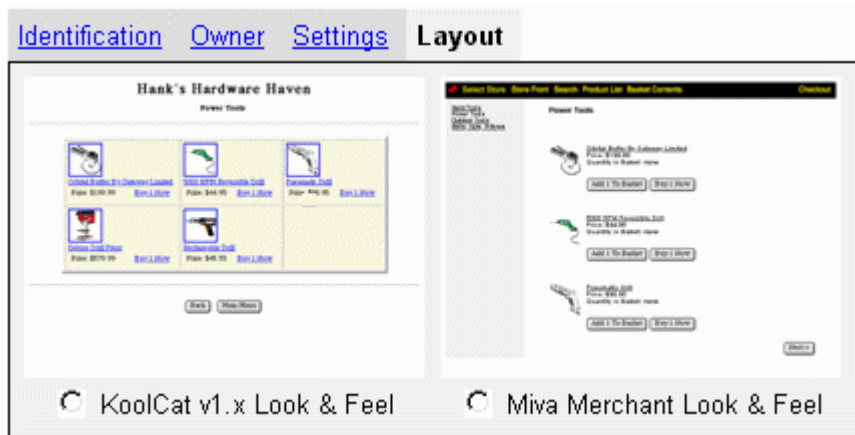
Select from US Currency Formatting, Generic Currency Formatting, or European Currency Formatting to specify how pricing is presented to the customer.

Currency Formatting:	<Select One>
	<Select One>
	US Currency Formatting
	Generic Currency Formatting
	European Currency Formatting

{Click} the "Add" button to process the settings you've input.

Layout

{Click} either KoolCat v1.x Look & Feel or Miva Merchant Look & Feel to specify the layout and appearance of your online store.



{Click} the “Add” button to process the Look & Feel you’ve selected.

Editing the Store

Once you’ve chosen a Look & Feel, and have input all the required fields in each section, your store is created and you are placed in the “Edit Store” interface. To edit a store at a later time, simply expand the Stores link and {Click} the store you’ve created. A number of additional options are presented to you.



Messages

Input the Welcome Message that your customers will see when they visit your web site in the “Store Front Welcome” field. Input a thank you message for completed orders in the “Order Completed Thank You” field.

Store Front Welcome: Welcome to Wild Time Tours

Order Completed Thank You: Thank you for your order. Please keep this invoice for your records.

[Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#) [Checkout](#)

[Sign In](#)

Welcome to Wild Time Tours

A customer visiting your web site would see the Welcome Message in their browser.

If you are familiar with HTML, you can format your messages by including HTML elements with the message.

Store Front Welcome: `<i>Welcome to Wild Time Tours
</i>`

The Welcome Message formatted with HTML.

[Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#) [Checkout](#)

[Sign In](#)

Welcome to Wild Time Tours

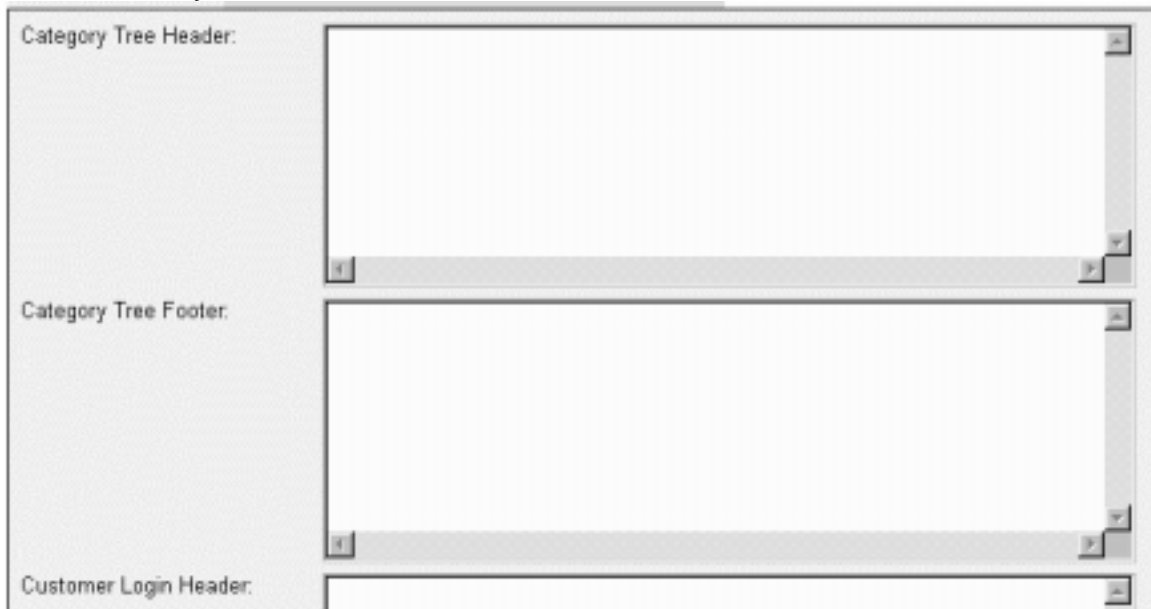
The Welcome Message in a browser formatted with HTML.

{Click} the “Add” button to process any information you’ve input.

Headers & Footers

Miva Merchant has a number of Headers and Footers for various elements of the store and the web site. For instance, the Category Tree is a list of the product categories you develop for your store that appear as links in the web site. Any information you input into the Category Tree Header field is displayed above the list of categories. Similarly, any information you input into the Category Tree Footer is displayed below the list of categories.

At this point, you have the option to input Headers and Footers for 16 elements of the store. You can return to this section to add or edit any of the Headers & Footers at anytime.



{Click} the “Update” button to process any data you’ve input.

Pagination

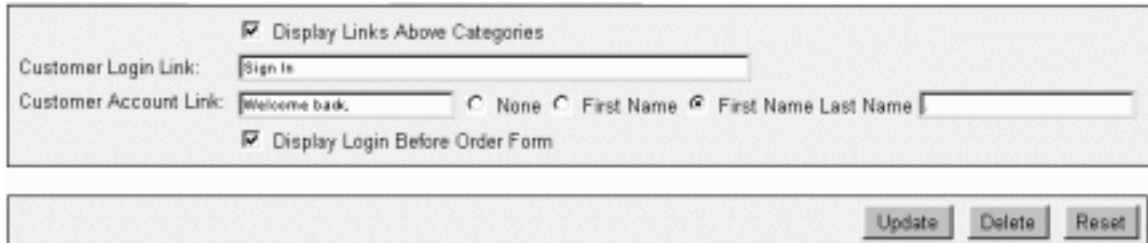
Pagination controls the maximum number of products per web page for product lists and search results. {Click} the “Display” radio button for “Product List” and “Search Results” to enable pagination. Input the number of products per page you desire to be displayed in the “Display” field. {Click} “Do Not Paginate” for the product list and/or search results if you do not want products paginated.

Product List:	<input type="radio"/> Do Not Paginate
	<input checked="" type="radio"/> Display <input type="text" value="20"/> Products Per Page
Search Results:	<input type="radio"/> Do Not Paginate
	<input checked="" type="radio"/> Display <input type="text" value="20"/> Products Per Page

{Click} the “Update” button to process your settings.

Customer Accounts

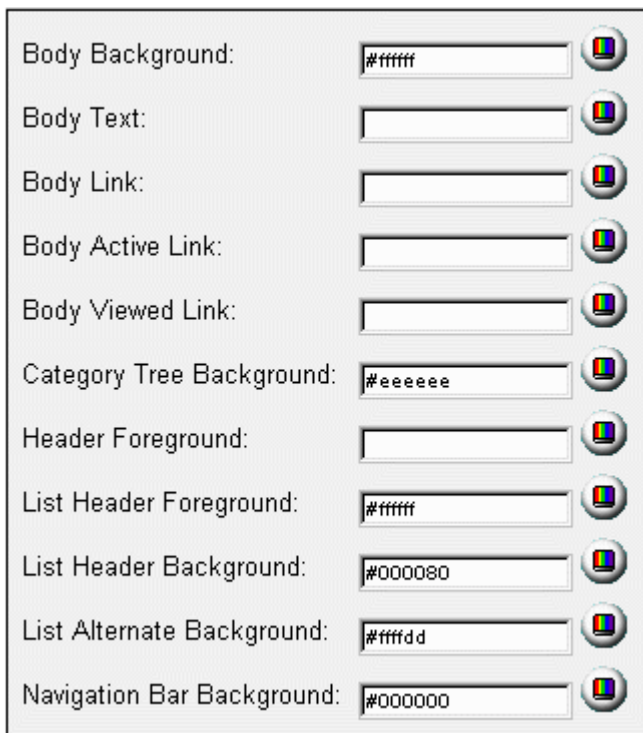
If you want to implement a customer account system where customers need to login and create an account to purchase items from your online store, keep the “Display Login Before Order Form” checkbox checked. If you do not require a customer account system, uncheck the “Display Login Before Order Form” checkbox. This prevents the prompt to create an account just before an order.




The screenshot shows a configuration panel for Customer Accounts. It includes a checkbox for "Display Links Above Categories" which is checked. Below this are two text input fields: "Customer Login Link" with the value "Sign In" and "Customer Account Link" with the value "Welcome back.". To the right of the "Customer Account Link" field are three radio buttons: "None", "First Name", and "First Name Last Name", with "First Name Last Name" selected. At the bottom of the panel is another checked checkbox for "Display Login Before Order Form". Below the main configuration area are three buttons: "Update", "Delete", and "Reset".

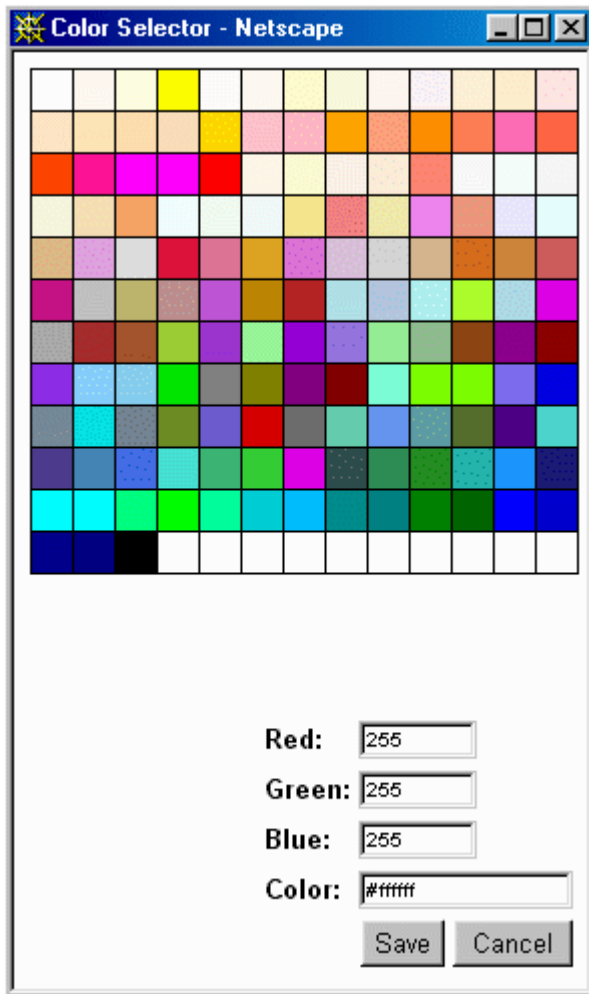
Colors

The Colors section enables you to customize the colors of various sections of your web site.

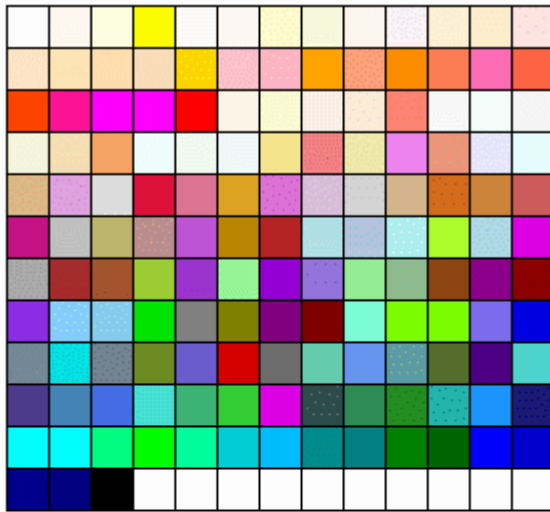


The screenshot shows a configuration panel for Colors. It lists ten different sections of the website with corresponding color pickers. Each color picker consists of a text input field containing a hex color code and a circular color selection icon. The sections and their colors are: Body Background (#ffffff), Body Text (empty), Body Link (empty), Body Active Link (empty), Body Viewed Link (empty), Category Tree Background (#eeeeee), Header Foreground (empty), List Header Foreground (#ffffff), List Header Background (#000080), List Alternate Background (#ffffdd), and Navigation Bar Background (#000000).

For instance, by default, the background color of the Miva Merchant Look & Feel site is white. To change it to another color, {Click} on the Select Color button  for "Body Background". The Color Selector window pops up.



{Click} on the color you desire. The color is displayed beside the color fields.
{Click} the “Save” button to process your selection.

A color selection control panel. On the left is a red color swatch. To its right are four input fields: "Red:" with the value "255", "Green:" with the value "99", "Blue:" with the value "71", and "Color:" with the text "tomato". Below these fields are two buttons: "Save" and "Cancel".

As we progress through the course, we will look at color possibilities for each section.

{Click} the “Update” button to process your settings.

Fonts

Just as we can specify which colors various parts of our web site display in, we can also specify the font type and size used in those areas. For instance, we can specify the face and size of the text that appears in Headers. To change the font face, you must input the name of the font manually into the “Face” field.




To change the size, input a different size into the “Size” field. Font sizes are controlled in a relative sizing method where normal text has a size of 3 on a scale from 1 to 7. This means that sizes set as -1 or -2 are 2 sizes smaller than normal. The same would be true for +1 or +2. You can also enter the size in a specific or absolute method by entering just a number. A size of 5 would be equivalent to +2 in normal circumstances.

Body Text:	Face: <input type="text" value="Arial, Helvetica"/>
	Size: <input type="text" value="-1"/>
Category Tree Text:	Face: <input type="text" value="Arial, Helvetica"/>
	Size: <input type="text" value="-2"/>
Header Text:	Face: <input type="text" value="Arial, Helvetica"/>
	Size: <input type="text"/>
List Header Text:	Face: <input type="text" value="Arial, Helvetica"/>
	Size: <input type="text"/>

Settings for Tax Calculations

Miva Merchant offers 3 methods for you to apply tax calculations on the sales of your product offerings.



VAT

Search: <input type="text"/>	
Code Name	VAT Rate 
0-0	<input type="text" value="10"/> 

Value Added Tax dialog box


Once you have created products they will show up in the VAT dialog box where you can assign tax rates to be applied.

Shopper Selected Tax

Edit Store: Wild Time Tours  

[Identification](#) [Owner](#) [Settings](#) [Layout](#) **Shopper Selected Sales Tax**
[Messages](#) [Pagination](#) [Colors](#) [Fonts](#) [Images](#)
[Headers & Footers](#) [Customer Accounts](#)



Prompt:

Remove Option **Rate** 


Shopper Selected Sales Tax dialog box

Use Shopper Selected Tax rates when you want to create different tax rates to be applied based on the customer selecting a rate that applies to them. The different rates may be to accommodate different geographical regions that your customers may be located in. You use this dialog box to create your different tax rate options.

State Based Sales Tax

Edit Store: Wild Time Tours  

[Identification](#) [Owner](#) [Settings](#) [Layout](#) **State Based Sales Tax**
[Messages](#) [Pagination](#) [Colors](#) [Fonts](#) [Images](#)
[Headers & Footers](#) [Customer Accounts](#)

Remove State **Rate** 










State Based Sales Tax dialog box

Use State Based Tax rates when you want to create different tax rates to be applied based on the customer selecting the state, province or region where they are located. If the store is set up as US based the states list will contain an entry for each state plus the "Outside US" entry. By default the only state contained in the states list for countries other than the US is "Outside xx", where xx represents a 2-character code matching the country of the ownership of the site.

If the store is set up in a country outside of the US then you will have to create your own list of states by selecting the states submenu option within your store menu in the links frame.

Images

As you build your store and the accompanying web site, you can place your own images into it in place of the default images that are used in Look & Feel.

Body Background:	<input type="text"/>	
Navigation Bar Logo:	<input type="text" value="graphics/mmui/blades.gif"/>	
Navigation Bar Logo Link:	<input type="text"/>	
Navigation Bar "Select Store":	<input type="text" value="graphics/mmui/selstr.gif"/>	
Navigation Bar "Store":	<input type="text" value="graphics/mmui/storfnt.gif"/>	
Navigation Bar "Account":	<input type="text" value="graphics/mmui/account.gif"/>	
Navigation Bar "Search":	<input type="text" value="graphics/mmui/search.gif"/>	
Navigation Bar "Product List":	<input type="text" value="graphics/mmui/prodlist.gif"/>	
Navigation Bar "Basket Contents":	<input type="text" value="graphics/mmui/basket.gif"/>	
Navigation Bar "Checkout":	<input type="text" value="graphics/mmui/checkout.gif"/>	
"Add One to Basket":	<input type="text" value="graphics/mmui/addone.gif"/>	
"Buy One Now":	<input type="text" value="graphics/mmui/buyone.gif"/>	

For instance, in the Navigation Bar Logo field, a path to an image titled "blades.gif" is specified by default. If we look at the store on the web, we see the Miva logo at the left-hand side of the Navigation Bar.



The Navigation Bar. Each element is a graphic detailed in the "Images" section of the "Edit Store" section.

We'll cover importing your own images in a later chapter.

Using the Create Store Wizard

As an alternative to using the hierarchical menu system to create a store, you can use the Create Store Wizard. The Create Store Wizard is presented to you when you login. If you've already logged in and you want to use the Create Store Wizard, expand the "Wizards" link in the hierarchical menu and *{Click}* the "Create Store Wizard" link.



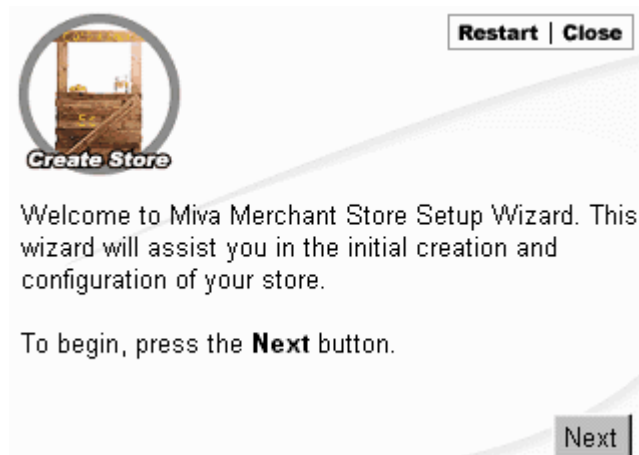
Expanding the Wizards link in the main menu gives you access to the Create Store Wizard.



[Create Store Wizard](#)

{Click} the "Create Store Wizard" link or the image to launch the Create Store Wizard.

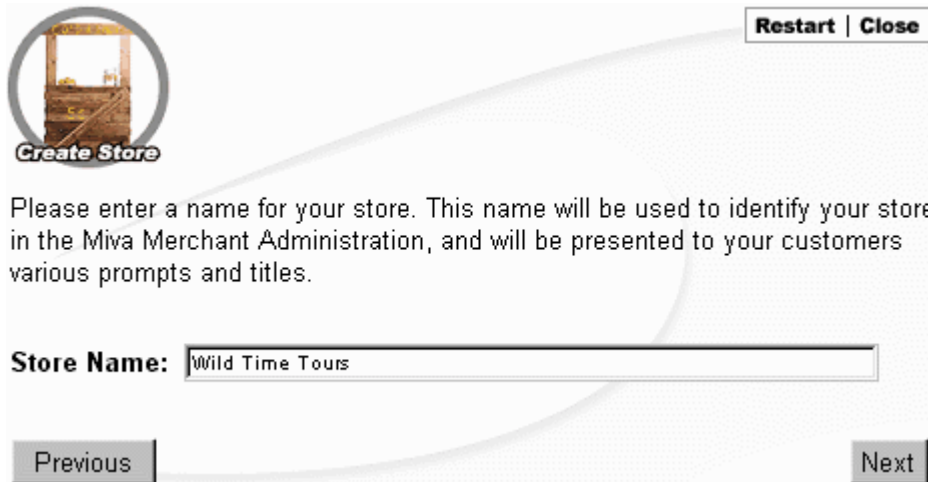
You are presented with a Wizard Welcome message in a separate browser window and prompted to *{Click}* the "Next" button. The Wizard will take you step by step through the entire process of creating a Store. You will have to *{Click}* the "Next" button to proceed to the next step. At anytime, you can *{Click}* the "Restart" button to restart the Wizard or the "Close" button to close the Wizard.



The Create Store Wizard Welcome Message

Store Name

The first thing the Wizard asks you for is the name of your Store. Input the name in the “Store Name” field. The Wizard will generate a store code automatically. You can modify the store code by editing the store later.



The screenshot shows a web interface for creating a store. At the top left is a circular icon with a storefront and the text "Create Store". At the top right is a button labeled "Restart | Close". Below the icon is a paragraph of text: "Please enter a name for your store. This name will be used to identify your store in the Miva Merchant Administration, and will be presented to your customers various prompts and titles." Below this text is a text input field labeled "Store Name:" containing the text "Wild Time Tours". At the bottom left is a button labeled "Previous" and at the bottom right is a button labeled "Next".

Restart | Close

Create Store

Please enter a name for your store. This name will be used to identify your store in the Miva Merchant Administration, and will be presented to your customers various prompts and titles.

Store Name:

Previous **Next**

Registration

The next item the Wizard asks for is your registration information. Input the applicable data in each field. Field names in **bold** are required before you can proceed.

Restart | Close

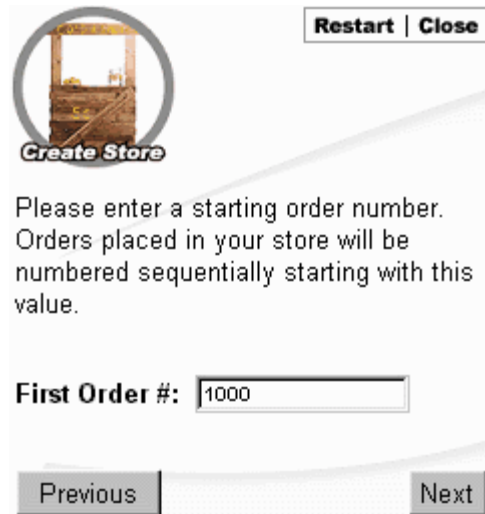
Please enter the contact information for your store. This information is never presented to your customers, but is used for registration purposes, and for calculating shipping costs in some cases.

Owner:	<input type="text" value="David Smith"/>
Email Address:	<input type="text" value="dsmith@hotmail.com"/>
Company:	<input type="text" value="Wild Time Tours"/>
Address:	<input type="text" value="888 East Drive"/>
City:	<input type="text" value="Virtual"/>
State/Province:	<input type="text" value="AZ"/>
Zip/Postal Code:	<input type="text" value="85004"/>
Country:	<input type="text" value="United States"/>
Phone:	<input type="text" value="802-123-4567"/>
Fax:	<input type="text" value="802-123-9876"/>

PreviousNext

First Order

The next item the Wizard asks for is the number of your first order. By default, the number is 1000. Miva Merchant creates and records order numbers sequentially, starting at the First Order number you input.



Restart | Close

Create Store

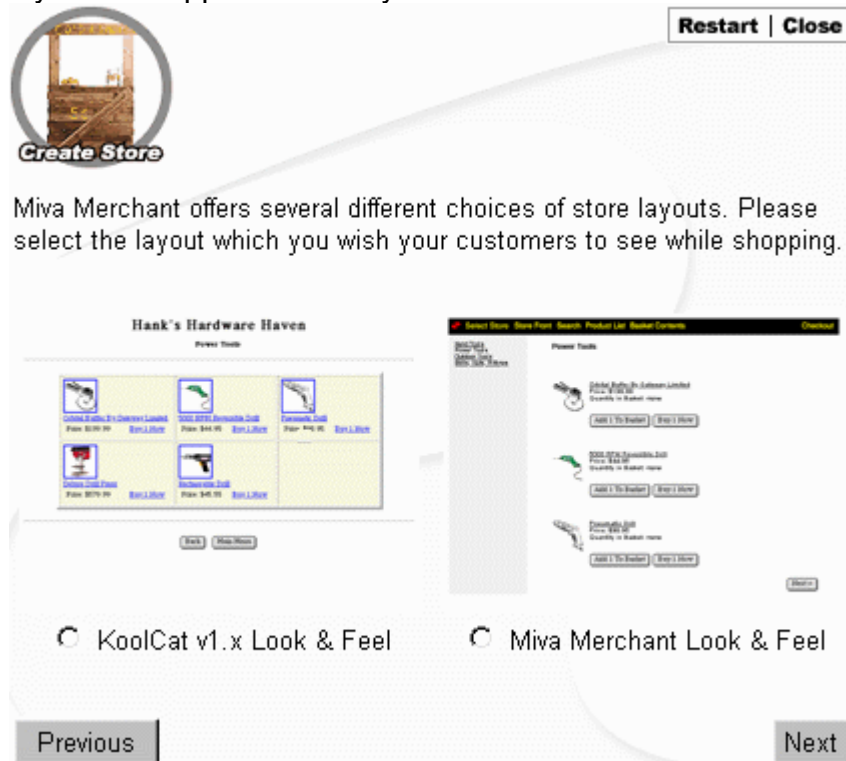
Please enter a starting order number. Orders placed in your store will be numbered sequentially starting with this value.

First Order #:

Previous **Next**

Layout

The next step is selecting the Look & Feel of your web site. Select from either “KoolCat v1.x Look & Feel” or “Miva Merchant Look & Feel” to determine the layout and appearance of your site.



Restart | Close

Create Store

Miva Merchant offers several different choices of store layouts. Please select the layout which you wish your customers to see while shopping.

Hank's Hardware Haven

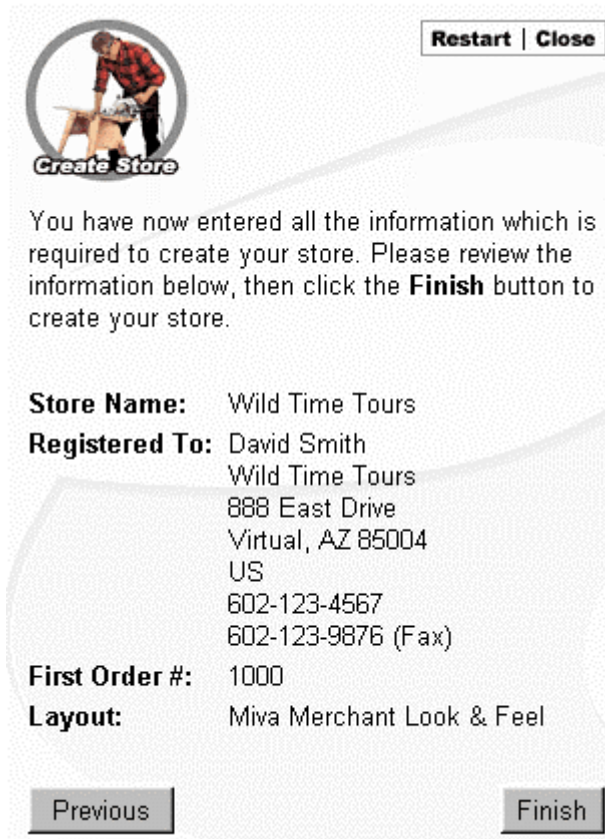
Miva Merchant

KoolCat v1.x Look & Feel Miva Merchant Look & Feel

Previous **Next**

Finish

The final step presents you with a summary of your Store settings, including name, registration, order number, and layout. {Click} the “Finish” button to create your Store.



The screenshot shows a web interface for creating a store. At the top left is a circular logo with a person working at a desk, labeled 'Create Store'. At the top right is a button labeled 'Restart | Close'. The main text reads: 'You have now entered all the information which is required to create your store. Please review the information below, then click the **Finish** button to create your store.' Below this is a summary of the entered information:

Store Name:	Wild Time Tours
Registered To:	David Smith Wild Time Tours 888 East Drive Virtual, AZ 85004 US 602-123-4567 602-123-9876 (Fax)
First Order #:	1000
Layout:	Miva Merchant Look & Feel

At the bottom left is a 'Previous' button and at the bottom right is a 'Finish' button.

The Wizard browser window will close and the main browser window will refresh, presenting you with the name of your Store and a number of Wizards you will use to customize and build your Store.

Wild Time Tours



[Look & Feel Configuration Wizard](#)



[Shipping Configuration Wizard](#)



[Payment Configuration Wizard](#)



[Add Product Wizard](#)



[Add Category Wizard](#)

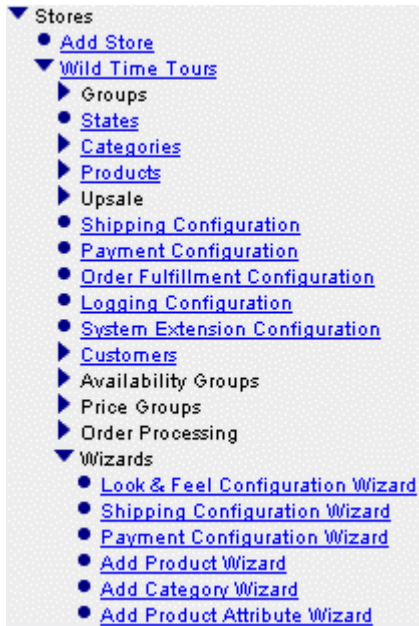


[Add Product Attribute Wizard](#)

You can *{Click}* the Store title link to edit Store settings through the standard hierarchical menu and link system, or *{Click}* any of the appropriate Wizards to create and edit a particular feature of your Store. Each feature set is examined in depth in the following chapters.

Editing a Store

At any time, you can expand the “Stores” link and *{Click}* on a Store name to edit it. Expanding a Store name presents you with the different elements you need to setup to create and run your Store. To access any of the Wizards, simply expand the “Wizards” link and select the appropriate Wizard.



Expanding the “Stores” link presents you with links to each Store in the Mall. In this case it’s “Wild Time Tours”. Expanding “Wild Time Tours” presents you with options to customize elements of the Store. A “Wizards” item also appears. Expand the “Wizards” menu item and *{Click}* on a Wizard to activate it.

Exercise

Create your store

1. Access the store admin files (admin.mv) in a browser and login
2. Add your store using the menu or the wizard
3. Access the storefront in a separate browser window. Note the look of the storefront interface.
4. Experiment with the different Header and Footer fields by inserting unique text into the various message boxes. Later when you create products and visit the storefront the headers and footers will be displayed and you will see the places in your storefront where they are visible.
5. Change the Customer Account link text to
 - Login link – Pre-register now to make purchasing easier!
 - Account link – Check out your lower prices,
6. Make changes to different color settings for body background, category tree background and navigation bar
7. Visit the storefront again (Refresh or Reload). Note where any of your color changes show up.

Configure initial shipping and payment settings for testing purposes

1. Select Payment Configuration from the menu. Choose Credit Card with Simple Validation and choose Checks
2. Select Shipping Configuration from the menu. Create a single flat rate (Flat Rate Shipping).

Review Questions

1. Can order numbers contain letters? (Yes / No)
2. If you don't want to prompt customers to login, in order to make purchases where would you turn that off?
3. Can you put HTML codes/tags into the message, Header, and Footer fields? (Yes / No)
4. What are the 3 methods you can choose from for the calculation of taxes on sales?

Summary

As a result of this chapter, you should be able to:

- Login to Miva Merchant
- Understand Miva Merchant's Interface
- Create a Store
- Edit a Store

4

Creating Categories and Adding Products

In this chapter, we review the Categorization process in Miva Merchant as well as creating Products and placing them into particular Categories.

Objectives

Upon completing this section, you should be able to:

1. Understand the role of Categories in your Store
2. Create Categories for your Store
3. Edit Categories for your Store
4. Create Subcategories for your Store
5. Create Products
6. Add Products to Categories

Prerequisites

1. In order to test your store for complete category and product information you will need to configure a payment option, and a shipping option. We suggest turning on the “Credit Card Payments With Simple Validation” for the payment option, and any one of the shipping modules. You can change and reconfigure these later.

Creating Categories

Organizing your products into categories is essential to the success of your online store. Making the products customers are looking for easy to find makes their online shopping experience a pleasure, rather than an ordeal. Frustrated customers won't come back.

If you analyze a typical department store, you'll see that products are organized and placed into distinct categories. For example, shoes are sold within the footwear category. Within the footwear category there are subcategories, beginning with sex, male or female, under which there could be athletic footwear, casual footwear, and formal footwear. Customers looking for formal footwear won't have to look through athletic and casual footwear first. They can go directly to the formal section. Similarly, by organizing your products into categories and subcategories, customers can navigate directly to the product they have in mind.

To create categories for your online store, you have to analyze the products you plan to offer and categorize them appropriately. It's important to make logical categories that make sense to customers. It's also important not to create too many subcategories as customers can get frustrated if they have to step through section after section to find the product they're interested in. For example, adding another subcategory to footwear, such as size, would be a mistake as size can be an attribute of the product itself.

Adding Categories with Miva Merchant

The Categories control is located under the Store you've created with Miva Merchant. Expand the Store section, then expand the Store link, and then the Categories section. *{Click}* Add Category.



Expanding "Stores" presents us with the "Wild Time Tours" Store. Expand the "Wild Time Tours" link and the "Categories" link. *{Click}* "Add Category."

The Add Category control is presented:

Category [Pagination](#) [Headers & Footers](#) [Images](#)

Category Code:

Category Name:

Parent Category: 


Category Code


Input a category code in the Category Code field. You are limited to a maximum of 50 characters. Any combination of letters and numbers is valid, as well as HTML to format the appearance of the name.

Category Name

Input the name of your category in the Category name field. You are limited to a maximum of 100 characters. Any combination of letters and numbers is valid, as well as HTML to format the appearance of the name.

Parent Category

If you wish to place your category within another category (making it a subcategory), input the name of the category into the Parent Category field or *{Click}* the Lookup button  to view a list of your categories.

{Click} the Select button  beside the Category you wish to make a parent. If you have a lot of categories, the category you're looking for may not appear in the list; you can *{Click}* on the yellow arrow to the right and display the next 10 categories or simply input the category name into the search field and *{Click}* the Lookup button. Any categories that match your search are displayed. To increase the amount of categories displayed in the list, input a higher number in the list field. By default, a maximum of ten (10) categories appears.

Category Lookup

Categories

Search:

Code	Name	
sv0001	Souvenirs	
gf0001	Golf	

1-2

The Category is added to the Store and presented in the Category Tree on the store front web page.



Coaster Tours appears in the Category Tree in the Miva Merchant Look & Feel version of the web site.

Pagination

To control how many products within the category are displayed per page, *{Click}* the Pagination link. By default, "Do not paginate products" is selected. *{Click}* the Display radio button and input how many products you wish to display per page in the Display field.

[Category](#)
[Pagination](#)
[Headers & Footers](#)
[Images](#)

Pagination: Do not paginate products

Display products per page

Headers & Footers

Input Header and/or Footer information for the category in the Header and Footer field boxes. You can input any combination of plain text and HTML, including links to images. Uncheck Display Category Title if you want to place the category title into the Header.

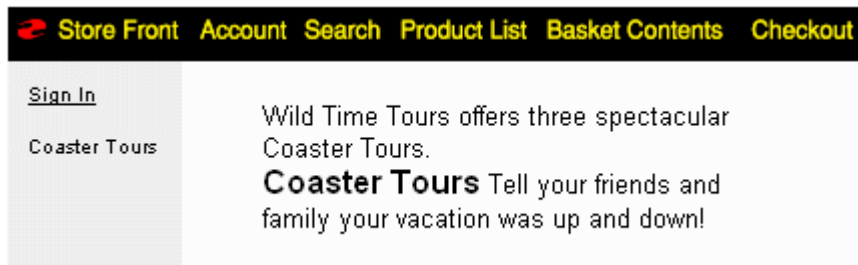
[Category](#) [Pagination](#) **Headers & Footers** [Images](#)

Display Category Title

Header: Wild Time Tours offers three spectacular Coaster Tours.

Footer: Tell your friends and family your vacation was up and down!

The Header for the category appears above the list of products that we associate or place within the Category. Footer information appears below the product list.





The Header and Footer in a browser. Products that we add to this category will appear between them.

Images

If you are using a Title image and/or a Tree image for your categories, you can input the path to the images in the image fields or *{Click}* the Upload File button to select the image by navigating through the folders on your server or hard drive.

[Category](#)
[Pagination](#)
[Headers & Footers](#)
[Images](#)
[Products](#)

Tree Image: 

Title Image: 

{Click} the Browse button in the Upload File box to select the image file. If an image file already exists in the Category Tree or Title area, {Click} the “Overwrite” checkbox to write over the current image file.

Upload File - Netscape

Upload File


Overwrite

File: [Browse...](#)


{Click} Upload to place the image in your Miva Merchant web page.

[Store Front](#)
[Account](#)
[Search](#)
[Product List](#)
[Basket Contents](#)
[Checkout](#)

[Sign In](#)



Wild Time Tours offers three spectacular Coaster Tours.

 Tell your friends and family your vacation was up and down!

The images are displayed in the browser for the Category Tree and Title.

Subcategories

Once you have created a main category, a subcategories selection appears in the Hierarchal menu. *{Click}* the Add Sub-Category link to add a subcategory. Adding a subcategory is an identical process to adding a major category, except that it is automatically a child of the parent category you expanded.



Subcategories are only visible when the customer selects the main category. You can create main categories, such as the Coaster Tours category, and place a subcategory, such as “Souvenirs”, within Coaster Tours. In addition, you can create a main “Souvenirs” category and place a “Coaster Souvenirs” subcategory within it.

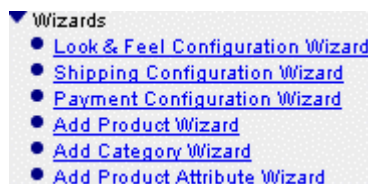
Using the Add Category Wizard

As alternative to using the hierarchical menu to add categories to the Store, you can use the “Add Category Wizard”. You can access the Wizard in two ways. First, you can *{Click}* the “Add Category Wizard” icon if it is available in the browser (located on the “Main” page).



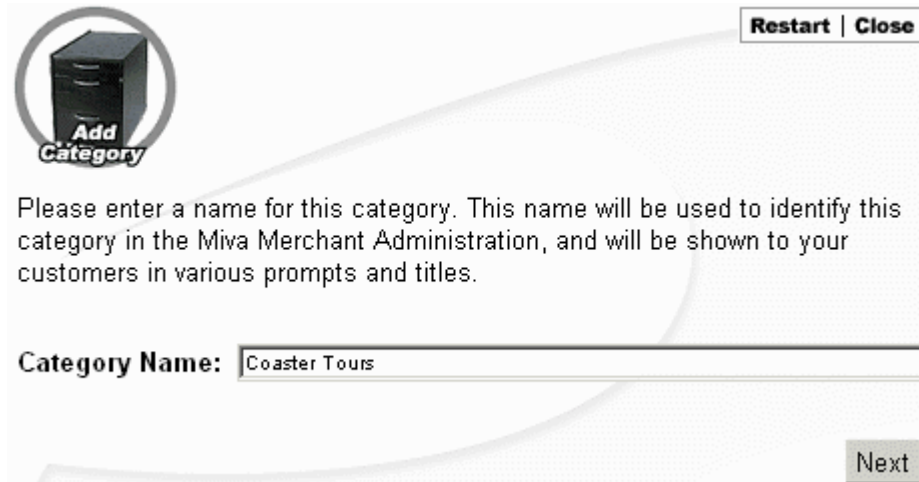
[Add Category Wizard](#)

If the “Add Category Wizard” is not available in the browser, you can return to the “Main” page by *{Clicking}* on the “Main” menu item in the top navigation menu bar or you can launch it by expanding the “Wizards” within the Store you have created and *{Click}* the “Add Category Wizard” link. The Wizard is launched.




Category Name

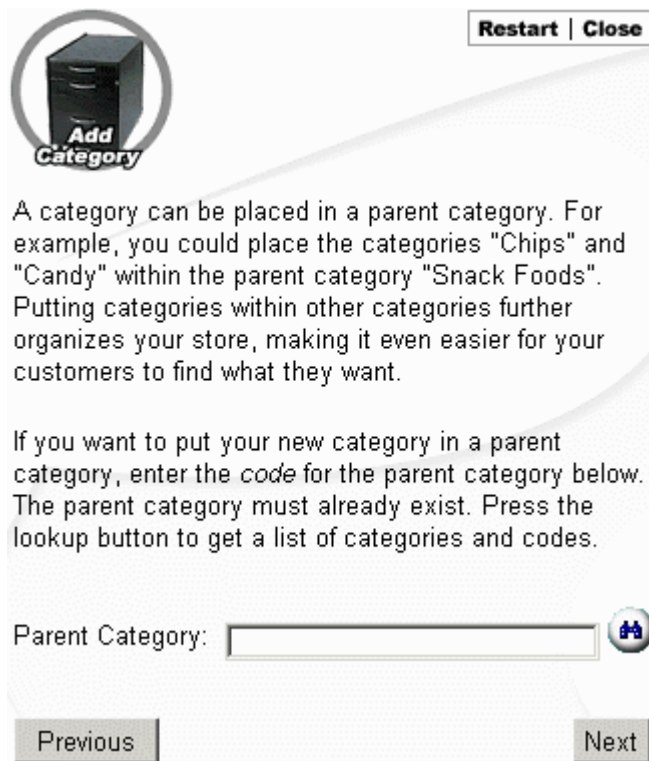
Input the name of your category in the Category name field. You are limited to a maximum of 100 characters. Any combination of letters and numbers is valid, as well as HTML to format the appearance of the name.




The screenshot shows a web form titled "Add Category" with a "Restart | Close" button in the top right. Below the title is a paragraph of instructions: "Please enter a name for this category. This name will be used to identify this category in the Miva Merchant Administration, and will be shown to your customers in various prompts and titles." Below this is a text input field labeled "Category Name:" containing the text "Coaster Tours". At the bottom right of the form is a "Next" button.

Parent Category

If you wish to place your category within another category (making it a subcategory), input the name of the category into the Parent Category field or {Click} the Lookup button  to view a list of your categories. (See screen shot below)



The screenshot shows the "Add Category" form with a "Restart | Close" button in the top right. Below the title is a paragraph of instructions: "A category can be placed in a parent category. For example, you could place the categories 'Chips' and 'Candy' within the parent category 'Snack Foods'. Putting categories within other categories further organizes your store, making it even easier for your customers to find what they want." Below this is another paragraph: "If you want to put your new category in a parent category, enter the code for the parent category below. The parent category must already exist. Press the lookup button to get a list of categories and codes." Below the text is a text input field labeled "Parent Category:" followed by a "Lookup" button icon. At the bottom left of the form is a "Previous" button and at the bottom right is a "Next" button.

{Click} the Select button  beside the Category you wish to make a parent. If you have a lot of categories, the category you're looking for may not appear in the list; you can {Click} on the yellow arrow to the right and display the next 10 categories or simply input the category name into the search field and {Click} the Lookup button. Any categories that match your search are displayed. To increase the amount of categories displayed in the list, input a higher number in the list field. By default, a maximum of ten (10) categories appears.

Category Lookup

Categories

Search:

Code	Name	
sv0001	Souvenirs	
gf0001	Golf	
1-2		<input style="width: 40px; text-align: center;" type="text" value="10"/>

Summary

The Wizard presents you with a Summary of your category information. {Click} "Finish" to add the category to the Store. The Wizard will prompt you to add additional categories. Add categories if you need to, or close the Wizard.

You have now entered all the information which is required to create your category. Please review the information below, then click the **Finish** button to create your category.

Category Name: Coaster Tours

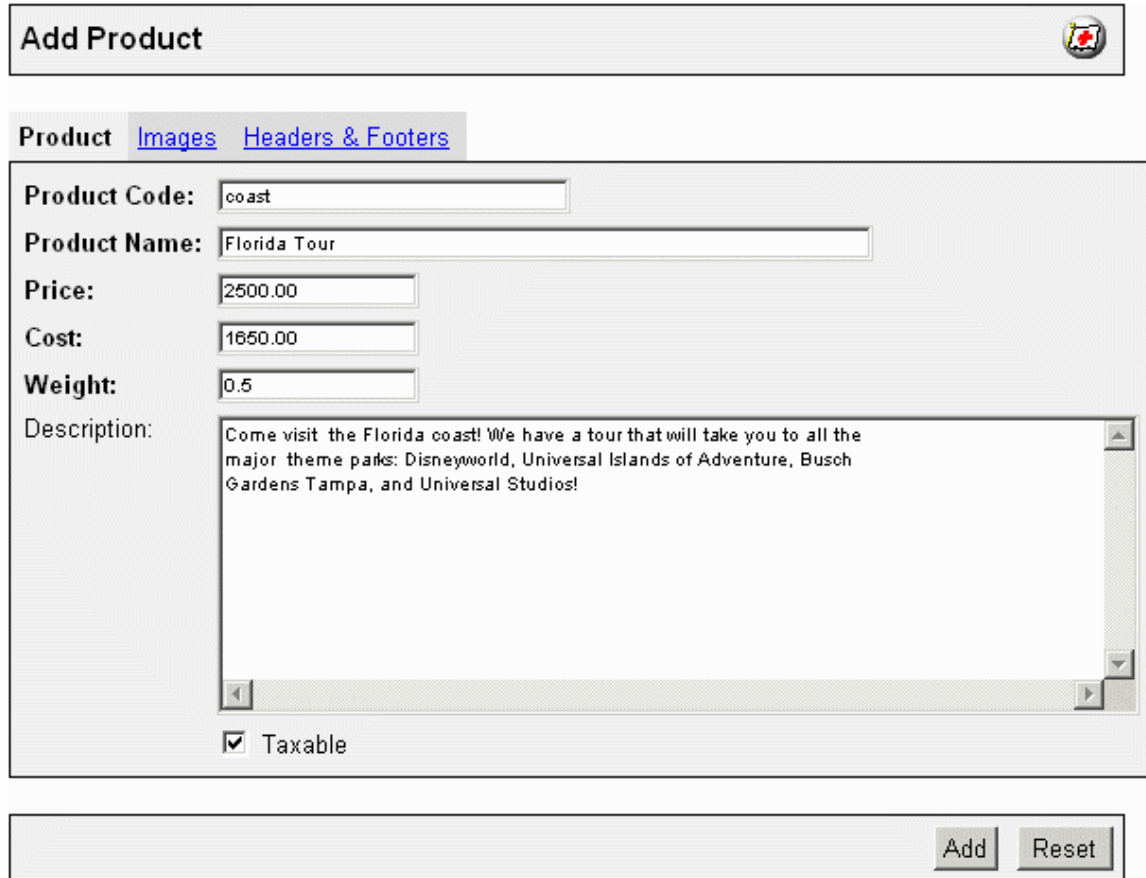
Parent Category: none

Adding Products

Once you've created your categories, you need to add your products and place them under the appropriate categories. Expand the Products link and *{Click}* Add Product to create products.



The Add Product controls are displayed:

A screenshot of the 'Add Product' form. The form has a title bar 'Add Product' with a close button. Below the title bar are three tabs: 'Product' (selected), 'Images', and 'Headers & Footers'. The form contains several input fields: 'Product Code' with the value 'coast', 'Product Name' with 'Florida Tour', 'Price' with '2500.00', 'Cost' with '1650.00', and 'Weight' with '0.5'. There is a large text area for 'Description' containing the text: 'Come visit the Florida coast! We have a tour that will take you to all the major theme parks: Disneyworld, Universal Islands of Adventure, Busch Gardens Tampa, and Universal Studios!'. At the bottom of the form is a checked checkbox labeled 'Taxable'. Below the form is a separate box containing 'Add' and 'Reset' buttons.

Product Code

Input a product code in the Product Code field. You are limited to a maximum of 50 characters. Any combination of letters and numbers is valid, as well as HTML to format the appearance although you may not want to use HTML commands in this field.

Product Name

Input the name of your product in the Product name field. You are limited to a maximum of 100 characters. Any combination of letters and numbers is valid, as well as HTML to format the appearance of the name.

Price

Input the retail price of the product in the Price field.

Cost

Input the actual cost of the product in the Cost field.

Weight

Input the weight of the product in the Weight field. This information is applicable when shipping products. By default, weight is in pounds.

Description

Input a description of the product in the Description field. Any combination of letters and numbers is valid, as well as HTML to format the appearance of the name.

Merchant Tip:

By placing HTML comments in the description field with the products keywords you will improve the search feature on your site i.e. <!-- London, England --> or <!-- Florida, USA, United States -->

Taxable

Check Taxable if the product is Taxable by law.

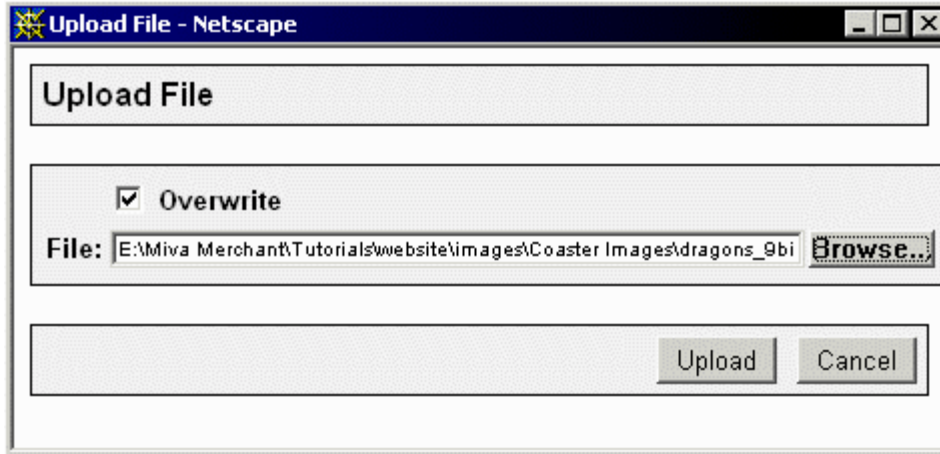
Taxable

Images

To designate a thumbnail image and/or a full-sized image for the product, {Click} the Upload File button to select the image by navigating through the folders on your server or hard drive.

The screenshot shows a web interface with a navigation bar containing links for [Product](#), [Images](#), [Headers & Footers](#), and [Attributes](#). The **Images** tab is active. Below the navigation bar, there are two rows of input fields. The first row is labeled 'Thumbnail Image:' and contains the text 'graphics/00000001/dragons_9.jpg'. To the right of this field is a circular 'Browse' button with a folder icon. The second row is labeled 'Full-sized Image:' and contains the text 'graphics/00000001/dragons_9big.jpg'. To the right of this field is another circular 'Browse' button with a folder icon. Below these two rows, there is a horizontal bar containing three buttons: 'Update', 'Delete', and 'Reset'.

{Click} the Browse button in the Upload File box to select the image file.

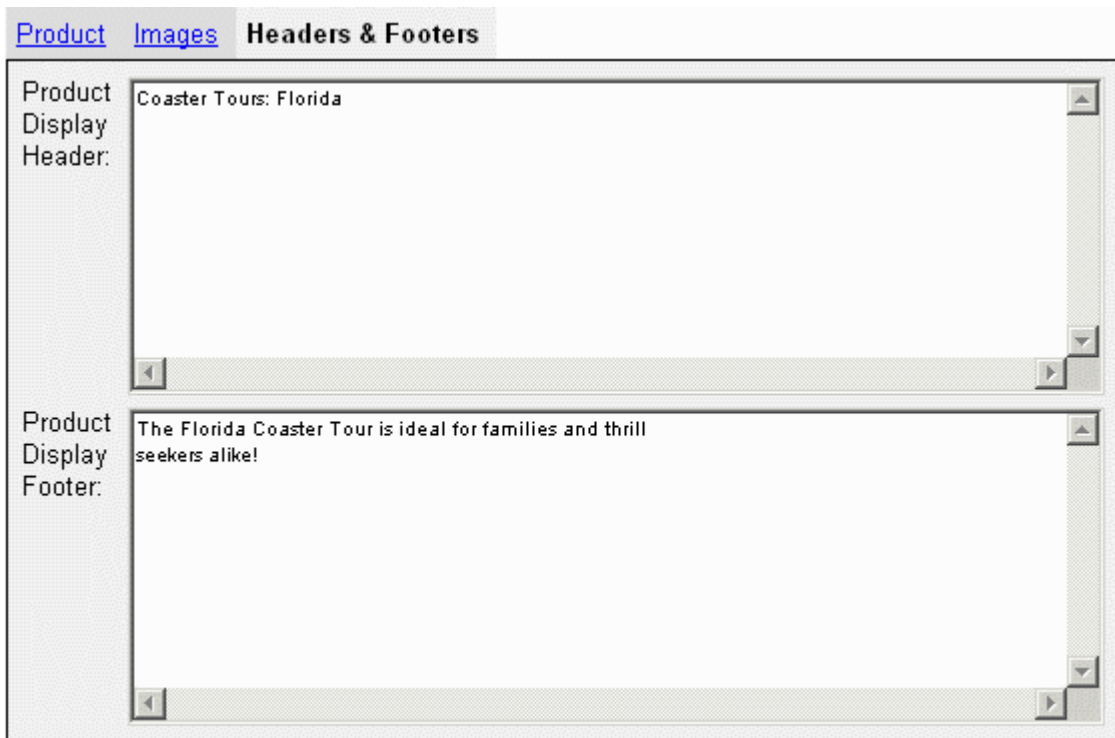


{Click} Upload to place the image in your Miva Merchant web page.

To ensure proper display with the Miva Merchant Look & Feel, thumbnails should be no longer than 150 to 200 pixels wide. Full-size images should be no more than 300 pixels wide. These constraints must be followed to allow users who are visiting your site at a resolution of 640 x 480 pixels to navigate properly.

Headers & Footers

Input Header and/or Footer information for the product in the Header and Footer field boxes. You can input any combination of plain text and HTML, including links to images.



[Sign In](#)

Wild Time Tours offers three spectacular Coaster Tours.

Coaster Tours

Coaster Tours



[Florida Tour](#)

Price: **\$2,500.00**

Quantity in Basket: *none*

Add 1 To Basket

Buy 1 Now

Tell your friends and family your vacation was up and down!

The thumbnail image, header and footer, price, and a link to the description of the “Florida Tour” appear as a product on-line.

Coaster Tours: Florida

Florida Tour



Quantity in Basket: *none*
Code: **coast**
Price: **\$2,500.00**
Shipping Weight: **0.50** pounds

Quantity:


Add To Basket

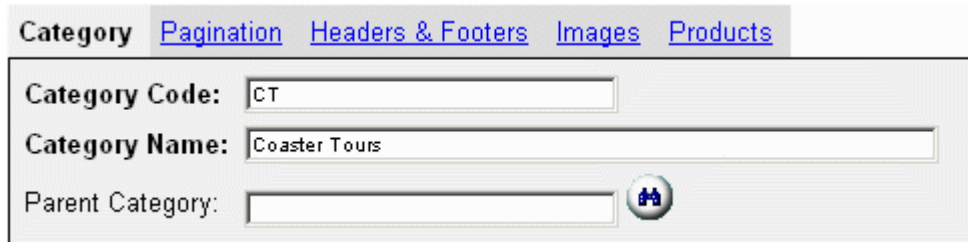
Come visit the Florida Coast! We have a tour that will take you to all the major theme parks: Disneyworld, Universal Islands of Adventure, Busch Gardens Tampa, and Universal Studios!

The Florida Coaster Tour is ideal for families and thrill seekers alike!

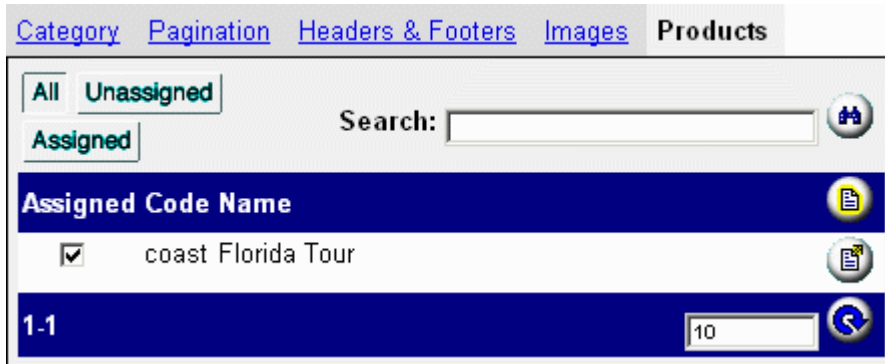
{Clicking} on the “Florida Tour” link brings us to the description of the product.

Placing Products in Categories

Once you have created categories, subcategories, and products - you'll need to place the products in the appropriate categories. Select the Categories link from the Hierarchical menu. A list of your categories is displayed. *{Click}* the Edit button  beside the category you wish to add products to. The Edit Category box is displayed.



You'll notice that in addition to the Pagination, Headers & Footers, and Images links, that there is now a Products link. *{Click}* the "Products" link to add products to this category.



Products you have added appear in the list. By default, all the products are displayed. To show only products that are unassigned, *{Click}* the "Unassigned" button. To show only products that are assigned, *{Click}* the "Assigned" button. Use the Search field to search for a particular product if it isn't displayed in the list.

To assign a product to a category, *{Click}* the "Assigned" checkbox. Once you have selected all the products you wish to add to this particular category, *{Click}* the Update button.

Using the Add Product Wizard

As alternative to using the hierarchical menu to add products, you can use the “Add Product Wizard”. You can access the Wizard in two ways. First, you can {Click} the “Add Category Wizard” icon if it is available in the browser.



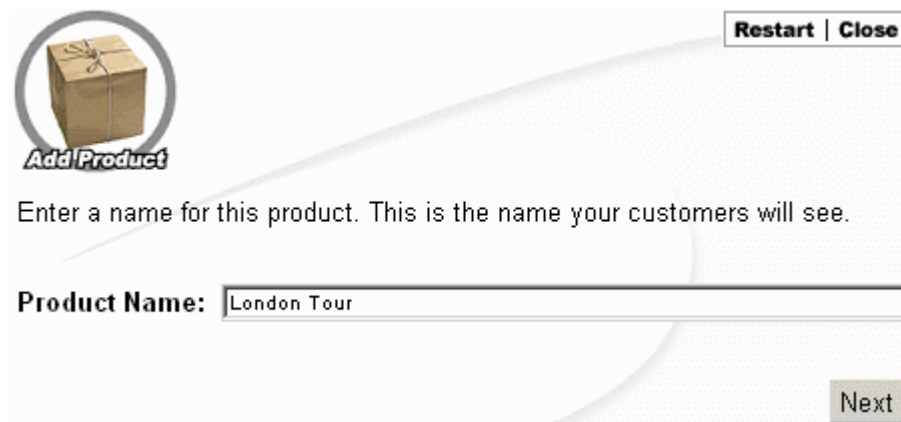
[Add Product Wizard](#)


If the “Add Product Wizard” is not available in the browser, you can launch it by expanding the “Wizards” within the Store you have created and {Click} the “Add Product Wizard” link. The Wizard is launched.



Product Name

Input the name of your product in the Product name field. You are limited to a maximum of 100 characters. Any combination of letters and numbers is valid, as well as HTML to format the appearance of the name.



 **Add Product** Restart | Close

Enter a name for this product. This is the name your customers will see.

Product Name:

Next

Price

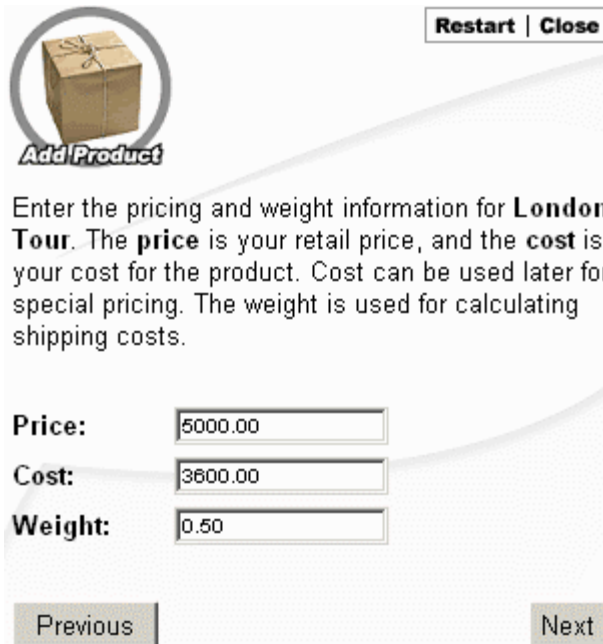
Input the retail price of the product in the Price field.

Cost

Input the actual cost of the product in the Cost field.

Weight

Input the weight of the product in the Weight field. This information is applicable when shipping products. By default, weight is in pounds.



Restart | Close

Add Product

Enter the pricing and weight information for **London Tour**. The **price** is your retail price, and the **cost** is your cost for the product. Cost can be used later for special pricing. The weight is used for calculating shipping costs.

Price:

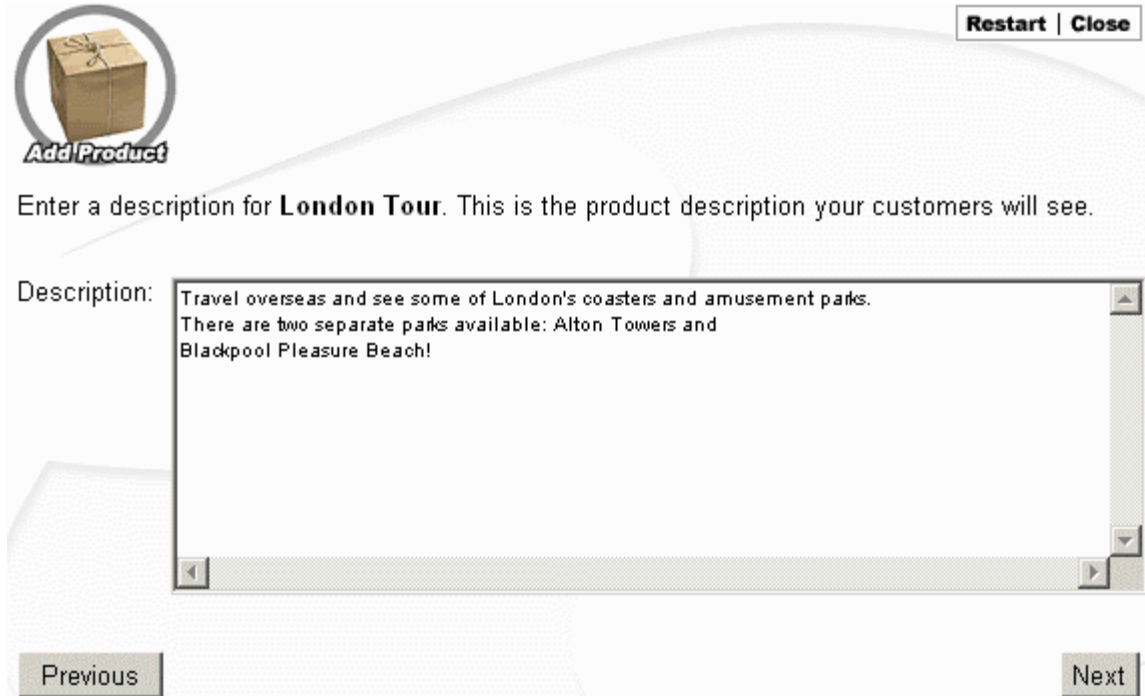
Cost:

Weight:

Previous Next

Description

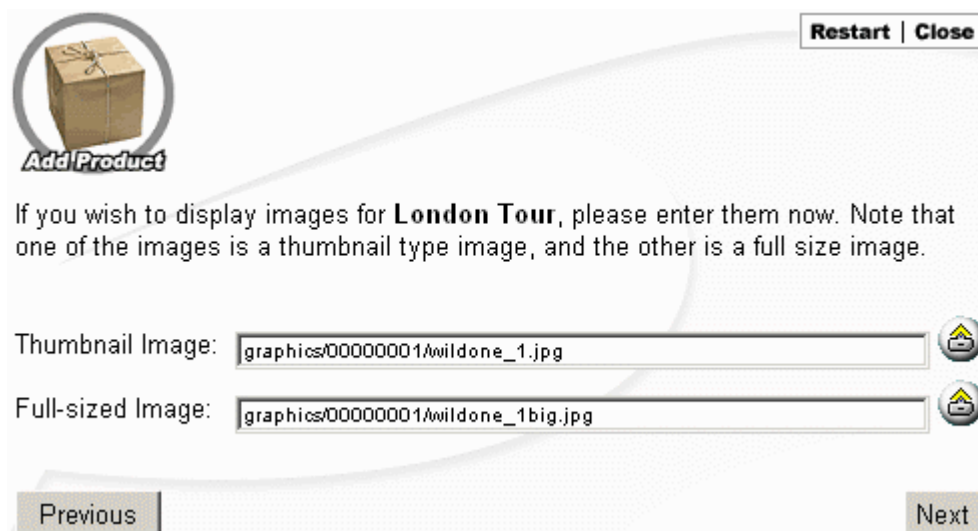
Input a description of the product in the Description field. Any combination of letters and numbers is valid, as well as HTML to format the appearance of the name.



The screenshot shows a web interface for adding a product. At the top left is a circular icon of a cardboard box with the text "Add Product" below it. At the top right are "Restart" and "Close" buttons. The main text reads: "Enter a description for **London Tour**. This is the product description your customers will see." Below this is a text area labeled "Description:" containing the text: "Travel overseas and see some of London's coasters and amusement parks. There are two separate parks available: Alton Towers and Blackpool Pleasure Beach!". At the bottom left is a "Previous" button and at the bottom right is a "Next" button.

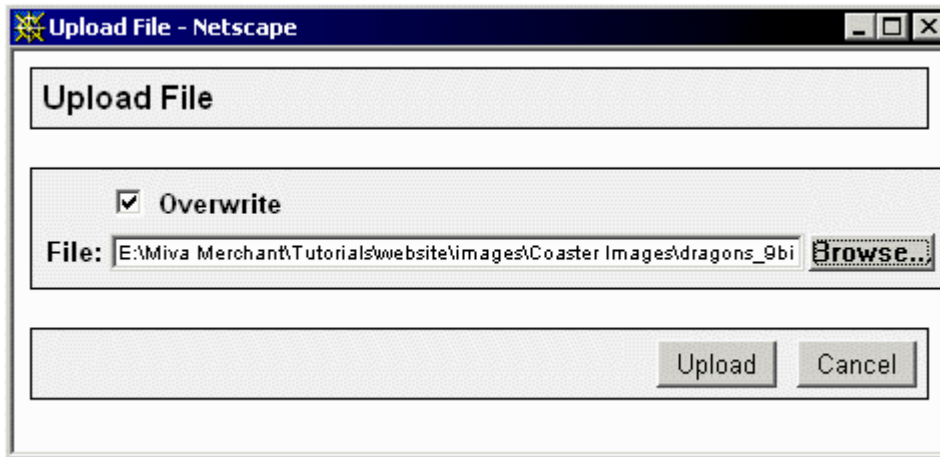
Images

To designate a thumbnail image and/or a full-sized image for the product, {Click} the Upload File button to select the image by navigating through the folders on your server or hard drive.



The screenshot shows the same "Add Product" interface as above, but with image upload fields. Below the description field, there are two input fields. The first is labeled "Thumbnail Image:" and contains the text "graphics/00000001/wildone_1.jpg". The second is labeled "Full-sized Image:" and contains the text "graphics/00000001/wildone_1big.jpg". To the right of each input field is a small circular icon with a yellow triangle pointing up, representing the "Upload File" button. At the bottom left is a "Previous" button and at the bottom right is a "Next" button.

{Click} the Browse button in the Upload File box to select the image file.




{Click} Upload to place the image in your Miva Merchant web page.


To ensure proper display with the Miva Merchant Look & Feel, thumbnails should be no longer than 150 to 200 pixels wide. Full-size images should be no more than 300 pixels wide. These constraints must be followed to allow users who are visiting your site at a resolution of 640 x 480 pixels to navigate properly.

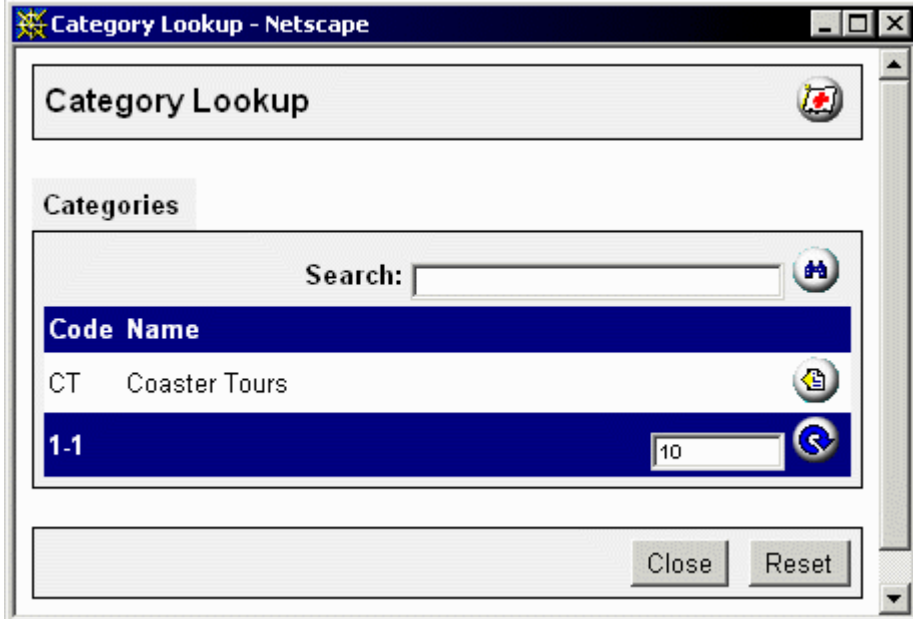
Add Product to Category

You can add the Product to a Category at this time if you wish.

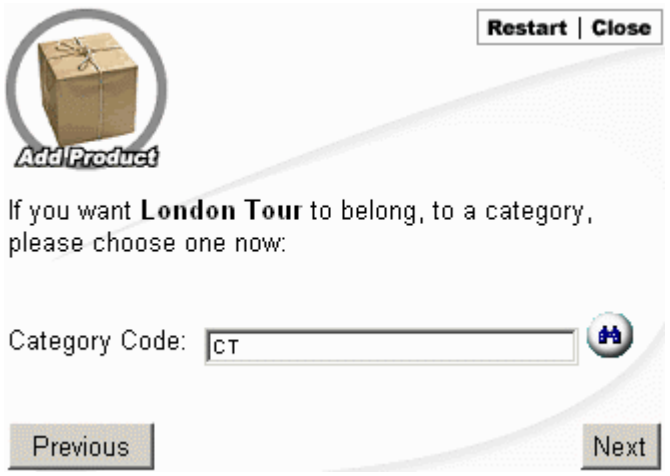


{Click} the “Lookup” button  to select a Category, or input the Category code in the “Category Code” box.

When you {Click} the “Lookup” button to add the product to a Category, you are presented with the Category Lookup Form. A list of your current Categories appears. {Click} the “Select”  button to add the product to your chosen category.





The Category Code is added to the “Category Code” field.



Summary

A Summary of the product and the settings you have input is presented to you. {Click} "Finish" to add the product to the store. You can add attributes to the product as well. We cover adding product attributes in a later chapter.



The wizard now has all information it needs to add London Tour. Please review the data below. If you want to change something, use the **Previous** Button to back up. If your happy with the data as shown, Press the **Finish** button to add the product, or press **Add Attribute** to add the product and go directly to the Add Attribute Wizard.

Name:	London Tour
Price:	5000.00
Cost:	3600.00
Weight:	0.50
Description:	Travel overseas and see some of London's coasters and amusement parks. There are two separate parks available: Alton Towers and Blackpool Pleasure Beach!
Thumbnail Image:	graphics/00000001/wildone_1.jpg
Image:	graphics/00000001/wildone_1big.jpg
Category:	Coaster Tours

[Previous](#) [Add Attributes](#) [Finish](#)



Florida Tour
Price: **\$2,500.00**
Quantity in Basket: *none*

Add 1 To Basket

Buy 1 Now



London Tour
Price: **\$5,000.00**
Quantity in Basket: *none*

Add 1 To Basket

Buy 1 Now

There are now two products (Florida Tour and London Tour) added to the Store and placed in the Coaster Tour category.

Importing Product Information from Existing Sources

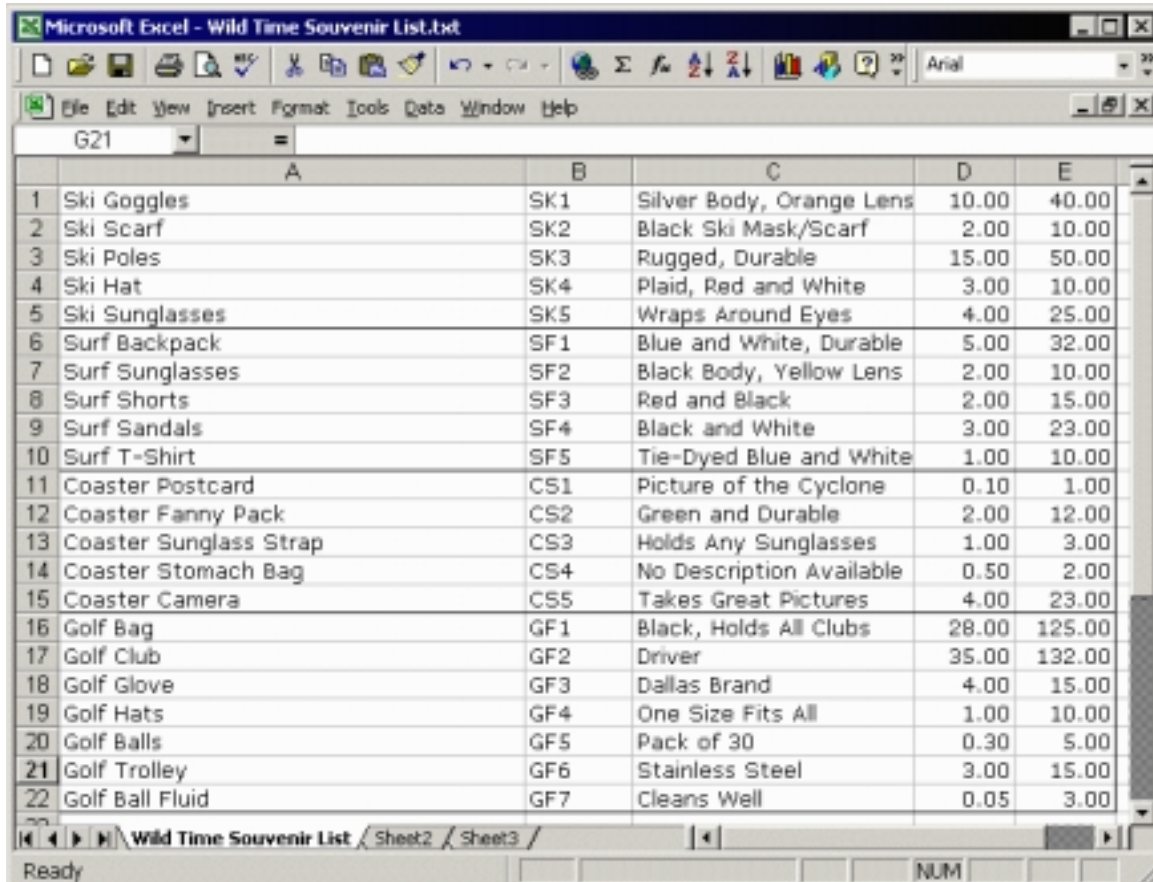
Inputting each of your products manually, one-by-one, can be a laborious and time-consuming process. Fortunately, Miva Merchant can import data from text files. You can use Excel, for instance, to generate a tab-delimited text file with a list of all your products and product details.

	A	B	C	D	E	F
1	WILD TIME TOURS SOUVENIR ITEMS	CODE	DESCRIPTION	COST	SELL	
2						
3	SKIING					
4	- Ski Goggles	SK1	Silver Body, Orange Lens	\$10.00	\$40.00	
5	- Ski Scarf	SK2	Black Ski Mask/Scarf	\$2.00	\$10.00	
6	- Ski Poles	SK3	Rugged, Durable	\$15.00	\$50.00	
7	- Ski Hat	SK4	Plaid, Red and White	\$3.00	\$10.00	
8	- Ski Sunglasses	SK5	Wraps Around Eyes	\$4.00	\$25.00	
9						
10	SURFING					
11	- Surf Backpack	SF1	Blue and White, Durable	\$5.00	\$32.00	
12	- Surf Sunglasses	SF2	Black Body, Yellow Lens	\$2.00	\$10.00	
13	- Surf Shorts	SF3	Red and Black	\$2.00	\$15.00	
14	- Surf Sandals	SF4	Black and White	\$3.00	\$23.00	
15	- Surf T-Shirt	SF5	Tie-Dyed Blue and White	\$1.00	\$10.00	
16						
17	COASTERING					
18	- Coaster Postcard	CS1	Picture of the Cyclone	\$0.10	\$1.00	
19	- Coaster Fanny Pack	CS2	Green and Durable	\$2.00	\$12.00	
20	- Coaster Sunglass Strap	CS3	Holds Any Sunglasses	\$1.00	\$3.00	
21	- Coaster Stomach Bag	CS4	No Description Available	\$0.50	\$2.00	
22	- Coaster Camera	CS5	Takes Great Pictures	\$4.00	\$23.00	
23						
24	GOLFING					
25	- Golf Bag	GF1	Black, Holds All Clubs	\$28.00	\$125.00	
26	- Golf Club	GF2	Driver	\$35.00	\$132.00	
27	- Golf Glove	GF3	Dallas Brand	\$4.00	\$15.00	
28	- Golf Hats	GF4	One Size Fits All	\$1.00	\$10.00	
29	- Golf Balls	GF5	Pack of 30	\$0.30	\$5.00	
30	- Golf Trolley	GF6	Stainless Steel	\$3.00	\$15.00	
31	- Golf Ball Fluid	GF7	Cleans Well	\$0.05	\$3.00	
32						

An Excel File with a list of Subcategories, Products, and Product details.

Cleaning Files

It's important to export "clean" files, meaning you should strip out currency signs, dashes, and so forth in order for Miva Merchant to place each product successfully. In this case, we need to have clean list of products, without currency symbols, without dashes, and without titles.

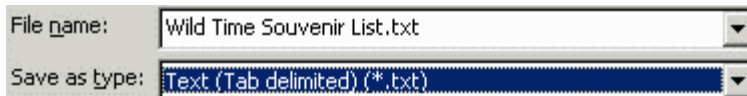


	A	B	C	D	E
1	Ski Goggles	SK1	Silver Body, Orange Lens	10.00	40.00
2	Ski Scarf	SK2	Black Ski Mask/Scarf	2.00	10.00
3	Ski Poles	SK3	Rugged, Durable	15.00	50.00
4	Ski Hat	SK4	Plaid, Red and White	3.00	10.00
5	Ski Sunglasses	SK5	Wraps Around Eyes	4.00	25.00
6	Surf Backpack	SF1	Blue and White, Durable	5.00	32.00
7	Surf Sunglasses	SF2	Black Body, Yellow Lens	2.00	10.00
8	Surf Shorts	SF3	Red and Black	2.00	15.00
9	Surf Sandals	SF4	Black and White	3.00	23.00
10	Surf T-Shirt	SF5	Tie-Dyed Blue and White	1.00	10.00
11	Coaster Postcard	CS1	Picture of the Cyclone	0.10	1.00
12	Coaster Fanny Pack	CS2	Green and Durable	2.00	12.00
13	Coaster Sunglass Strap	CS3	Holds Any Sunglasses	1.00	3.00
14	Coaster Stomach Bag	CS4	No Description Available	0.50	2.00
15	Coaster Camera	CS5	Takes Great Pictures	4.00	23.00
16	Golf Bag	GF1	Black, Holds All Clubs	28.00	125.00
17	Golf Club	GF2	Driver	35.00	132.00
18	Golf Glove	GF3	Dallas Brand	4.00	15.00
19	Golf Hats	GF4	One Size Fits All	1.00	10.00
20	Golf Balls	GF5	Pack of 30	0.30	5.00
21	Golf Trolley	GF6	Stainless Steel	3.00	15.00
22	Golf Ball Fluid	GF7	Cleans Well	0.05	3.00

The Excel file cleaned and ready for text export.

Exporting a File to Tab Delimited Text Format

To save a file from Excel as a text file, you have to select "File/Save As" and select "Text (Tab delimited) (*.txt)" from the "Save as type" drop-down menu.



File name: Wild Time Souvenir List.txt
Save as type: Text (Tab delimited) (*.txt)

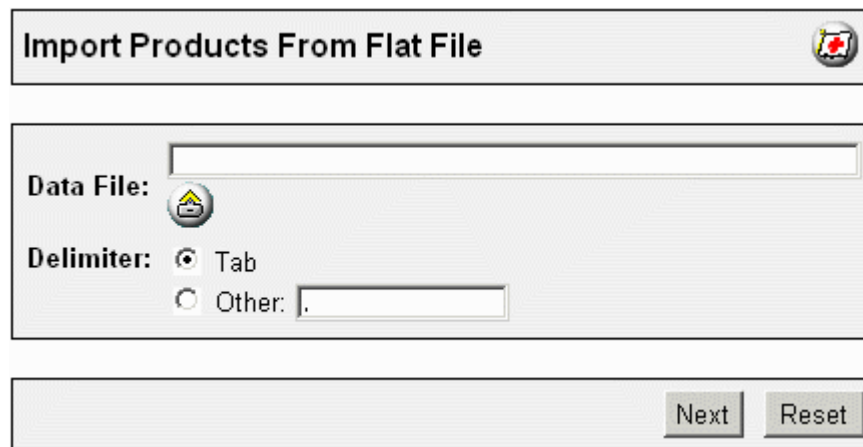
Each column in the Excel file becomes a tab within the text file. When Miva Merchant imports the text file, it uses the tabs to separate each block of text and places them into product settings accordingly.

Importing a Tab Delimited Text File Into the Store

To import a text file you've generated for Miva Merchant, expand the "Store" link and then expand the "Utilities" link, and finally the "Import Data" link. *{Click}* "Import Products From Flat File".



The "Import Products from Flat File" form is presented.

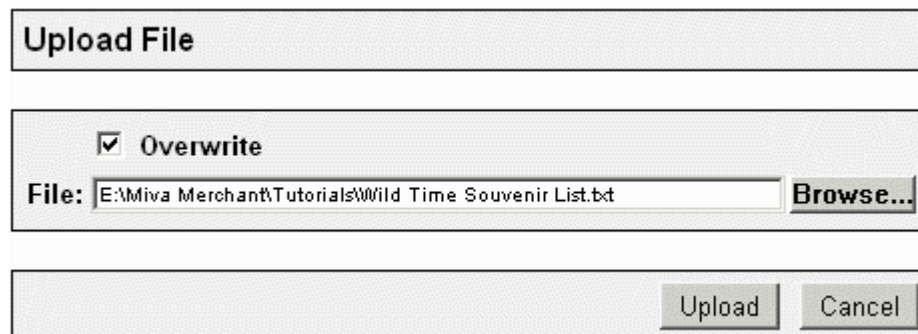
A screenshot of a web form titled 'Import Products From Flat File'. The form has a title bar with the title and a small icon. Below the title bar, there is a 'Data File:' label followed by a text input field and a small folder icon. Below that is a 'Delimiter:' label with two radio buttons: 'Tab' (which is selected) and 'Other:'. The 'Other:' label is followed by a text input field. At the bottom right of the form, there are two buttons: 'Next' and 'Reset'.

Data File

Input the path to the text file, or *{Click}* the "Upload File" button to browse for the text file.

Delimiter

By default, "Tab" is selected as the delimiter. *{Click}* the "Other" radio button and input the appropriate delimiter if you've chosen to delimit your text file in another manner.

A screenshot of a web form titled 'Upload File'. The form has a title bar with the title. Below the title bar, there is a checked checkbox labeled 'Overwrite'. Below that is a 'File:' label followed by a text input field containing the path 'E:\Miva Merchant\Tutorials\Wild Time Souvenir List.txt' and a 'Browse...' button. At the bottom right of the form, there are two buttons: 'Upload' and 'Cancel'.

Make sure you *{Click}* the "Overwrite" checkbox to overwrite any previous product text files of the same name that already exist. For instance, you might

regularly import the same file into Miva Merchant, having changed the text file. You will want to use the latest version.

The file is uploaded to Miva Merchant and placed in the “Data File” field. *{Click}* “Next” to proceed.

Import Products From Flat File

Data File:

Delimiter: Tab
 Other:

Designating Fields

The “Import Products From Flat File” form displays the imported file in a series of cells.

Existing Products: Keep Existing Products
 Update Existing Products
 Replace Existing Products

Fields:

Row	<Skip>	<Skip>	<Skip>	<Skip>	<Skip>
1	Ski Goggles	SK1	"Silver Body, Orange Lens"	10.00	40.00
2	Ski Socks	SK2	Black Ski Mask/Scarf	2.00	10.00
3	Ski Poles	SK3	"Rugged, Durable"	15.00	50.00
4	Ski Hat	SK4	"Plaid, Red and White"	3.00	10.00
5	Ski Sunglasses	SK5	Wraps Around Eyes	4.00	25.00

You have to designate what the data in each column means by selecting from the drop-down lists at the top of each column. Each menu contains a list of Product fields.

Row	<Skip>
1	<Skip>
2	Product Code
3	Name
4	Thumbnail URL
5	Image URL
	Price
	Cost
	Description
	Weight
	Taxable
	Category Code

Use the drop-down list to designate the Product field for the information in each column.

Existing Products: Keep Existing Products
 Update Existing Products
 Replace Existing Products

Fields:

Row	Name	Product Code	Description	Cost	Price
1	Ski Goggles	SK1	"Silver Body, Orange Lens"	10.00	40.00
2	Ski Scarf	SK2	Black Ski Mask/Scarf	2.00	10.00
3	Ski Poles	SK3	"Rugged, Durable"	15.00	50.00
4	Ski Hat	SK4	"Plaid, Red and White"	3.00	10.00
5	Ski Sunglasses	SK5	Wraps Around Eyes	4.00	25.00


The information in each column is placed in the fields that you designate with the drop-down list.

Existing Products

{Click} "Keep Existing Products" to keep any products you already have in the Store. *{Click}* "Update Existing Products" to update any products you have in your Store. If Product Codes in the text file match existing Product Codes, the existing products are updated with modified information in the text file. *{Click}* "Replace Existing Products" to replace all product information if the Product Code in the text file matches an existing Product Code in the Store.

{Click} the "Import" button to import the data into the Store.

To view your imported products, *{Click}* the “Products” link in the menu. A list of your products is displayed, including the products you’ve just imported.

Remove	Code	Name	
<input type="checkbox"/>	↘	coast Florida Tour	 
<input type="checkbox"/>	↕	LT London Tour	 
<input type="checkbox"/>	↕	gf2 Golf Club	 
<input type="checkbox"/>	↕	SK1 Ski Goggles	 
<input type="checkbox"/>	↕	SK2 Ski Scarf	 
<input type="checkbox"/>	↕	SK3 Ski Poles	 
<input type="checkbox"/>	↕	SK4 Ski Hat	 
<input type="checkbox"/>	↕	SK5 Ski Sunglasses	 
<input type="checkbox"/>	↕	SF1 Surf Backpack	 
<input type="checkbox"/>	↕	SF2 Surf Sunglasses	 

1-10  




The products in the text file have been successfully imported.


Changing Product List Order

To change the order of that your products are displayed in the list, *{Click}* the Assigned button and *{Click}* the arrows to rearrange the list. *{Click}* the Update button when you’re finished.

[Category](#) [Pagination](#) [Headers & Footers](#) [Images](#) **Products**

All **Unassigned** **Assigned** Search:

Assigned	Code	Name	
<input checked="" type="checkbox"/>	↘	01A1111 Sunglasses	
<input checked="" type="checkbox"/>	↕	01A1112 Canada Toque	
<input checked="" type="checkbox"/>	↕	0001 St. Andrews T-Shirt	

N/A 

Exercise

Create categories for your products and experiment with subcategories. Create some individual products and add them into categories. If you have a product list in some other file format try importing it into Miva Merchant.

View your store after each step so that you see where the different elements are showing up and how they are displayed.

1. Use your own categories that make sense for your store or create 3 categories – Skiing, Coasters and Souvenirs
2. Create 2 products – Ski trip and Coaster trip
3. Create sub categories under Souvenirs for Skiing, Coasters, Surfin' and Golf
4. Import products from a flat file
 - You can use Microsoft Excel and open the file “Wild Time Souvenir List.xls”. The file is located in the tutorial folder within the exercise files that accompanied this course.
 - Prepare the file for importing by removing dollar signs and excess rows
 - Save the file as a tab delimited text file
 - Import the file in Miva Merchant

5. Assign the products into categories

Create subcategories under Skiing and Coasters for Souvenirs and place the respective products in those categories as well.

Review Questions

1. What is a Delimiter? (Define)
2. If you do not enter any Weight for the product, will the shipping module be able to calculate a shipping cost? (Yes/ No)
3. What is the maximum number of characters for the Category Code field?
4. What is the maximum number of characters for the Category Name field?

Summary

As a result of this chapter, you should be able to:

- Understand the role of Categories in your Store
- Create Categories for your Store
- Edit Categories for your Store
- Create Subcategories for your Store
- Create Products
- Add Products to Categories

5

Adding Product Attributes and Upsale Products

In this chapter, we review adding attributes to products. Products can have a wide variety of properties, such as size or color, which the customer may want to specify when ordering and which the vendor may require before orders can be completed.

Objectives

Upon completing this section, you should be able to:

1. Assign Attributes to Products
2. Understand how Attributes are presented to the Customer
3. Understand the Upsale Concept
4. Understand how Upselling works in Miva Merchant

Product Attributes

You may have a variety of products in your online store, and each product may have a variety of unique properties. For instance, if you're selling t-shirts, you'll want to present customers with available colors and sizes. In Miva Merchant, the properties of each product are called Attributes, and the value of each attribute, such as green for color or large for size, are called Options.

Adding Product Attributes





To add Attributes to products, *{Click}* the Products link in the hierarchical menu. Your product list is displayed. By default, product Code and Name are displayed.


Products

All **Uncategorized** Search:

Display: Code Name Price
 Cost Weight Description
 Taxable Thumbnail Image Full-sized Image

Sort: [Name Ascending](#) [Name Descending](#)
[Code Ascending](#) [Code Descending](#)

Remove	Code	Name	
<input type="checkbox"/>	↘	coast Florida Tour	 
<input type="checkbox"/>	↕	LT London Tour	 
<input type="checkbox"/>	↗	gf2 Golf Club	 

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To view additional information, such as Price, Cost, Weight, Description, Taxable, and images (Thumbnail or Full-sized), *{Click}* the appropriate checkbox and then *{Click}* Update.

Products

All **Uncategorized** Search: 



Display:

Code Name Price

Cost Weight Description

Taxable Thumbnail Image Full-sized Image


Sort: [Name Ascending](#) [Name Descending](#)
[Code Ascending](#) [Code Descending](#)

Remove	Code	Name	Price	Cost	
<input type="checkbox"/>	↓	coast Florida Tour	2500.00	1650.00	 
<input type="checkbox"/>	↑↓	LT London Tour	5000.00	3600.00	 
<input type="checkbox"/>	↑	gf2 Golf Club	132.00	35.00	 

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In addition to Code and Name, Price and Cost have been checked for display in the product list.

At this point, you can also remove a product from the list by *{Clicking}* the Remove checkbox beside the appropriate product and then *{Clicking}* Update.

To add product attributes, *{Click}* the Edit button  beside the product you wish to modify. The Edit Product controls are displayed.

Product [Images](#) [Headers & Footers](#) [Attributes](#)

Product Code:

Product Name:

Price:

Cost:


Weight:


Description:


Taxable

{Click} the Attributes link to add Attributes.

Product [Images](#) [Headers & Footers](#) **Attributes**

Remove Code Prompt Type Price Cost D R 

To add Attributes, {Click} the New Attribute button . You are presented with the following options: Code, Prompt, Type, Price, and D R.

Code	Prompt	Type	Price	Cost	D R	
<input type="text" value="Type"/>	<input type="text" value="Choose type of Driver"/>	<input type="text" value="Radio Buttons"/>	<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input checked="" type="checkbox"/>	

Code

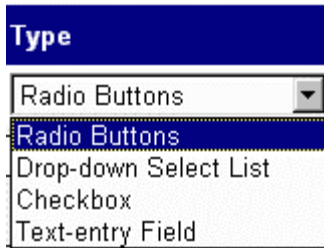
Input a suitable Attribute Code. For instance, input “Type” if you want to designate different Types for the product. You can use letters, numbers, dashes (-), and underscores (_). In this case, we’ll be specifying two different types of Driver: metal or wooden.

Prompt

Input the prompt that asks the customer to select a particular attribute, such as “Choose Type of Driver:”. You can input any combination of plain text and HTML.

Type

You can present the options for each product attribute by using one of four device types. Types include Radio Buttons, Drop-down Select List, Checkbox, and Text-entry Field.



Radio Buttons

Use Radio buttons to limit the consumer to selecting only one option for a particular attribute.

Choose type of Driver: Wooden
 Metal

Radio Buttons in the Browser.

Drop-down Select List

Use drop-down lists to present the consumer with a list of options, of which they can only select one. Drop-down lists are useful when there are many options to select from.

Choose type of Driver:

Drop-down menu in the Browser.

Choose type of Driver:

There are two options available in the drop-down menu.

Checkbox

Use Checkboxes to permit the consumer to select multiple Attributes. There are no options when using Checkboxes.

Text-entry Field

Use Text-entry fields if you need the consumer to input information for the product, such as initials for an engraving. There are no options when using Text-entry Fields.


Price


Use Price to indicate to the consumer that additional cost is incurred if they select a particular option. You can only use Price with Checkboxes. For instance, if a consumer is buying a cell-phone, adding a protective case will incur additional cost.

D R

{Click} the Checkbox under R to designate a particular Attribute as “required” in order for the transaction to be processed successfully. If the consumer does not select a particular option for a required Attribute, he or she will not be able to purchase the product until they do so. If you don’t require the consumer to select an option for a particular Attribute, leave the Checkbox unchecked.

Creating Options

Once you have input the Attribute, you’ll need to create the options associated with the Attribute. Update the product by {Clicking} the Update button. The browser window refreshes and presents you with fields to create the first option for input. To add additional options, {Click} the New Option button  to add options to the Attribute.

Code	Prompt	Type	Price	Cost	D	R	
Type	Choose type of Driver:	Radio Buttons	N/A	N/A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
<input type="text" value="wd"/>	<input type="text" value="Wooden"/>		<input type="text" value="25.00"/>	<input type="text" value="5.00"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Code

Input a unique code to designate this option for invoicing and for the online shopping cart.

Prompt

Input the options for the Attribute in Prompt. You can add options only if you are using Radio Buttons or a Drop-down Select List. Input a combination of text, numbers, and HTML, including images, when using Radio Buttons. When using Drop-down lists, images are not permitted. In this case, you can input text with minimal HTML formatting around it. In both cases, input the unique code in the Code field and input the option in the Prompt field. {Click} Update to add the option to the Attribute.

Price

Input a price if an additional charge is attached to this particular option. In this case, purchasing a wooden driver charges the consumer an additional \$25.00.

Cost

Input the actual additional cost of this particular option for the vendor.


D R

You can select to have one of the options pre-selected or presented as the default selection by checking the box under the “D” column, beside the option to be selected.

After you’ve *{Clicked}* Update, you can input another option for the Attribute.

Code	Prompt	Type	Price	Cost	D	R	
Type	Choose type of Driver:	Radio Buttons	N/A	N/A	<input checked="" type="checkbox"/>		
wd	Wooden		25.00	5.00			
<input type="text" value="mt"/>	<input type="text" value="Metal"/>		<input type="text" value="0.00"/>	<input type="text" value="0.00"/>	<input type="checkbox"/>		

Another set of fields is available to add additional options to the Drop-down Select List.

Once you’ve added all the options to a particular Attribute, *{Click}* the Edit button  to exit. *{Click}* the Edit button again to edit any of the options afterwards.

Using the Add Products Attributes Wizard

As an alternative to using the hierarchical menu to add product attributes, you can use the “Add Product Attribute Wizard”. You can access the Wizard in two ways. First, you can *{Click}* the “Add Product Attribute Wizard” icon if it is available in the browser.



[Add Product Attribute Wizard](#)

If the “Add Product Attribute Wizard” is not available in the browser, you can launch it by expanding the “Wizards” within the Store you have created and *{Click}* the “Add Product Attribute Wizard” link. The Wizard is launched.

- ▼ Wizards
 - [Look & Feel Configuration Wizard](#)
 - [Shipping Configuration Wizard](#)
 - [Payment Configuration Wizard](#)
 - [Add Product Wizard](#)
 - [Add Category Wizard](#)
 - [Add Product Attribute Wizard](#)

Product Code

Input the product code for the product you wish to add attributes to, or *{Click}* the “Lookup” button to get a list of products.



Restart | Close

Add Product Attribute

Welcome to Miva Merchant Add Product Attribute Wizard. This wizard will help you add attributes to a product. Attributes represent choices your customers can make about the item purchased. Size and color are two common attributes. A single product can have many attributes. We'll deal with them one at a time.

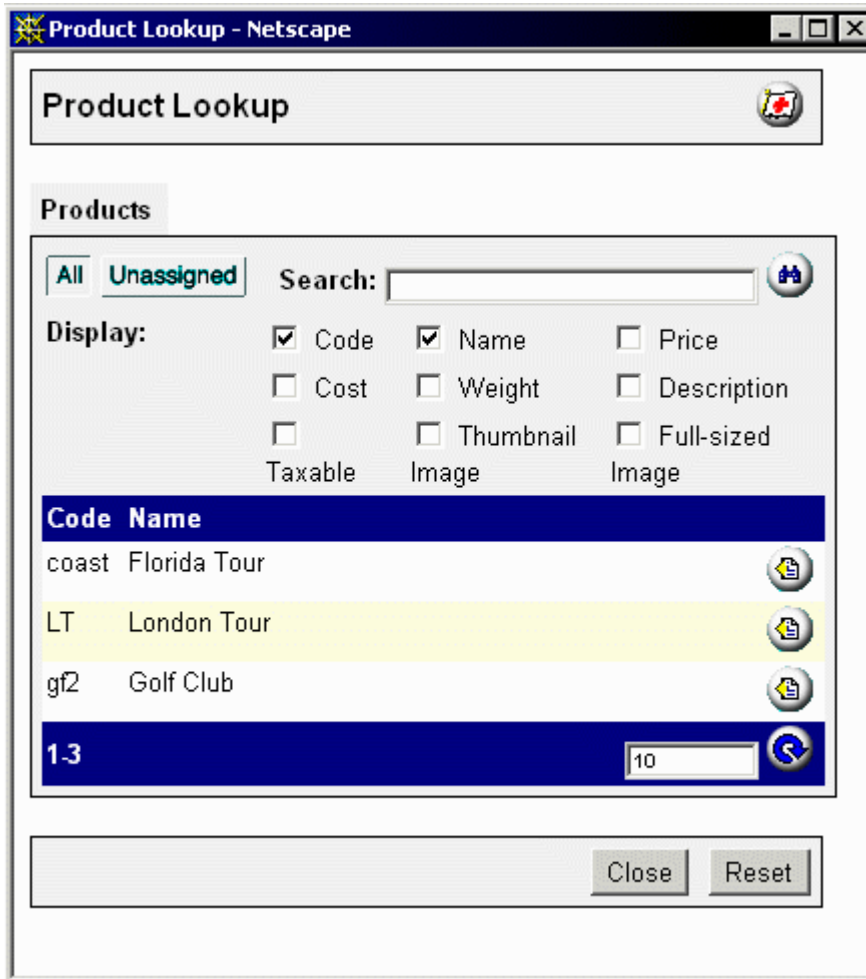
To begin, enter a product code and press the **Next** button.


Product Code:


Lookup

Next

If you {Click} the “Lookup” button, a list of your current products is displayed in a new browser window.



To add product attributes, {Click} the Edit button  beside the product you wish to modify. The product code is placed in the “Product Code” field. {Click} “Next” to proceed.



Restart | Close

SIZE
Add Product Attribute

Welcome to Miva Merchant Add Product Attribute Wizard. This wizard will help you add attributes to a product. Attributes represent choices your customers can make about the item purchased. Size and color are two common attributes. A single product can have many attributes. We'll deal with them one at a time.

To begin, enter a product code and press the **Next** button.


Product Code: 

Next

Attribute Prompt

Input the name of the Attribute you are adding. For instance, input “Engraving” if you want to give the customer the option to select an engraving for the product.

[Restart](#) | [Close](#)



The product **Golf Club** currently has the attributes and options shown below:

Attributes are shown in bold. If some of the columns don't mean anything to you, don't worry about it.

Prompt	Type	Price	Cost	D	R
Choose type of Driver:	Drop-down Select List	N/A	N/A		✓
Wooden		25.00	5.00		
Metal		0.00	0.00		

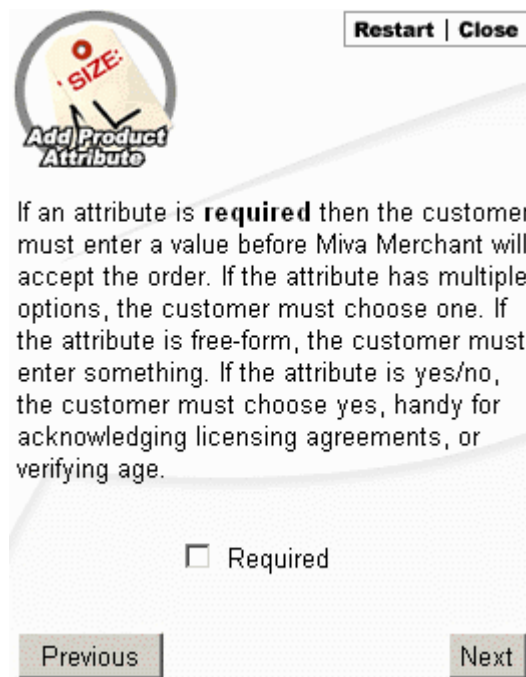
Please enter a name for a new attribute. This name will be shown to your customers in various prompts and titles.

Attribute Prompt:

[Previous](#)[Next](#)

Required

{Click} the Checkbox for “Required” to designate a particular Attribute as required in order for the transaction to be processed successfully. If the consumer does not select a particular option for a required Attribute, he or she will not be able to purchase the product until they do so. If you don’t require the consumer to select an option for a particular Attribute, leave the Checkbox unchecked.



Restart | Close

SIZE
Add Product Attribute

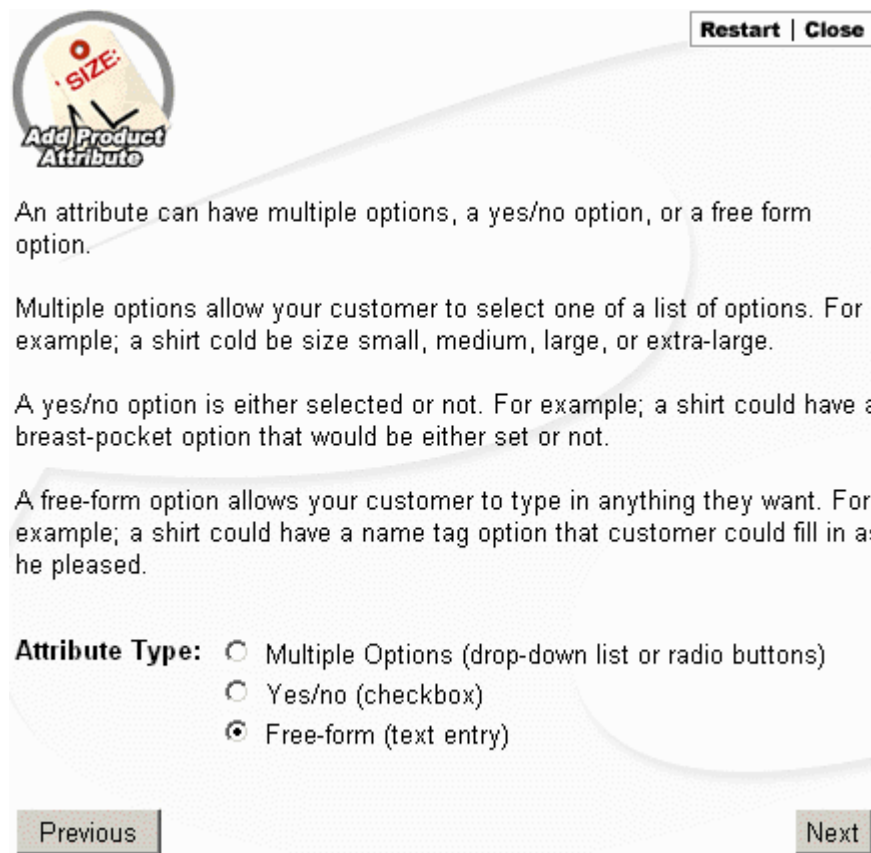
If an attribute is **required** then the customer must enter a value before Miva Merchant will accept the order. If the attribute has multiple options, the customer must choose one. If the attribute is free-form, the customer must enter something. If the attribute is yes/no, the customer must choose yes, handy for acknowledging licensing agreements, or verifying age.

Required

Previous Next

Attribute Type

{Click} “Multiple Options (drop-down list or radio buttons)”, “Yes/no (checkbox)”, or “Free-form (text entry)”



Restart | Close

SIZE:
Add Product Attribute

An attribute can have multiple options, a yes/no option, or a free form option.

Multiple options allow your customer to select one of a list of options. For example; a shirt could be size small, medium, large, or extra-large.

A yes/no option is either selected or not. For example; a shirt could have a breast-pocket option that would be either set or not.

A free-form option allows your customer to type in anything they want. For example; a shirt could have a name tag option that customer could fill in as he pleased.

Attribute Type: Multiple Options (drop-down list or radio buttons)
 Yes/no (checkbox)
 Free-form (text entry)

Previous **Next**

Radio Buttons

Use Radio buttons to limit the consumer to selecting only one option for a particular attribute.

Choose type of Driver: Wooden
 Metal

Radio Buttons in the Browser.

Drop-down Select List

Use drop-down lists to present the consumer with a list of options of which they can only select one. Drop-down lists are useful when there are many options to select from.

Choose type of Driver:

Drop-down menu in the Browser.

Choose type of Driver:

There are two options available in the drop-down menu.

Checkbox

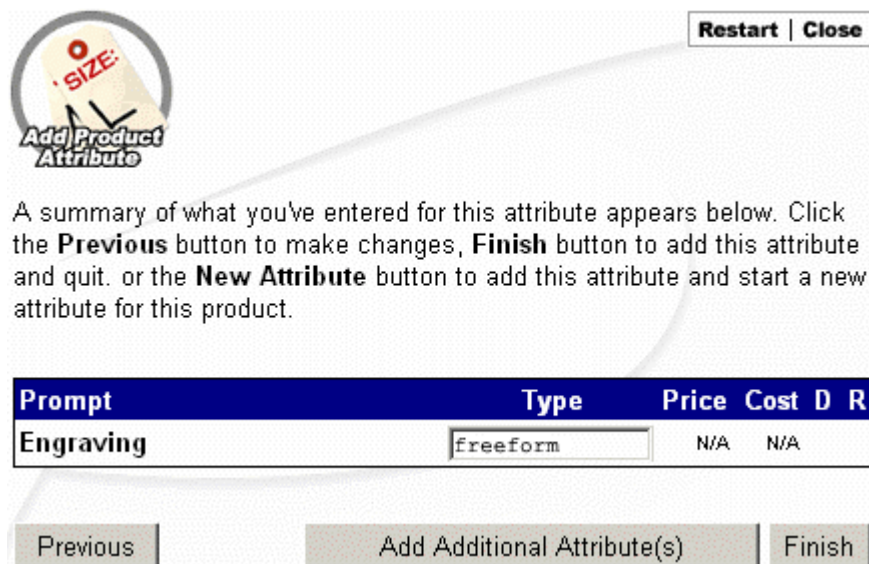
Use Checkboxes to permit the consumer to select multiple Attributes. There are no options when using Checkboxes.

Text-entry Field

Use Text-entry fields if you need the consumer to input information for the product, such as initials for an engraving. There are no options when using Text-entry Fields.

Finish

You can *{Click}* “Finish” if you’ve completed adding attributes to this particular product. *{Click}* “Add Additional Attribute(s)” to create additional attributes, and “Previous” to change settings for the existing attribute.



A summary of what you've entered for this attribute appears below. Click the **Previous** button to make changes, **Finish** button to add this attribute and quit. or the **New Attribute** button to add this attribute and start a new attribute for this product.

Prompt	Type	Price	Cost	D	R
Engraving	<input type="text" value="freeform"/>	N/A	N/A		

Previous Add Additional Attribute(s) Finish

Restart | Close

In this case, the customer will be presented with two attributes in the browser to select from when purchasing a Driver.

Choose type of Driver: 

Engraving

The Upsale Concept

Offering customers additional products at a discount, depending on the type of products they are purchasing and the amount of money they are spending, is called an upsale. Miva Merchant can select a product or multiple products automatically to offer to customers, based on the content of their shopping basket and the total cost of the content. Miva Merchant will ensure that the customer hasn't already purchased the product and that the product is related to the type of products in the shopping basket.

This feature is designed for promotional items. It's really your opportunity to "add one more thing" to the customer's purchase.

Note: Up sale products don't show up until the final order information page, during customer check out. You will need to test this feature by placing orders on your store.


Adding Upsold Products

To add a product to the Upsale list, expand the Upsale link and *{Click}* the Add Upsold Product link.



The Add Upsold Product options are displayed. Options include Product Code, Threshold Percentage of Order Total, and Pricing (Absolute Price or Percent of Original Price).

Upsold Product

Product Code:	<input type="text" value="coast"/>	
Threshold Percentage of Order Total:	<input type="text" value="0"/>	%
Pricing:	<input checked="" type="radio"/> Absolute Price:	<input type="text" value="100.00"/>
	<input type="radio"/> Percent of Original Price:	<input type="text" value="0.00"/> %

Product Code

{Click} the Lookup Button to browse through your product list. Select the product you wish to add to the Upsale list. Once you've selected a product, the Product Code appears in the field.

Threshold Percentage of Order Total

To make a product eligible as an upsale item, you can specify the maximum percentage of the consumer's current total in their shopping cart that the product may be priced at. If the consumer has \$80 as their current total, and you've specified that a product costs \$60, and you've set the threshold to 60% of the total, the product will not be eligible as an upsale offer. The consumer's total must be at least \$100 or higher to make the product eligible for upsale.

Pricing


To specify a fixed or absolute price for an upsale item, check the Absolute Price radio button and input the price into the Absolute Price field. If you want to offer the item at a particular percentage of its regular price, check the Percent of Original Price and input the desired percentage of the original price in the field.

Once you've completed designating a product as an upsale item and setting threshold and pricing settings, {Click} the Add button to add the item to the upsale list.

Editing Upsold Products

You can change the parameters for upsold products at any time by {Clicking} on the product under the Add Upsold Product link. Input different values for the threshold and pricing settings and {Click} the Required Products link to add or remove products that relate to the upsale item.

- ▼ Upsale
 - [Add Upsold Product](#)
 - [Florida Tour](#)

Edit Upsold Product: Sunglasses 

[Upsold Product](#) [Required Products](#)

Product Code: 01A1111

Threshold Percentage of Order Total: %

Pricing:


Absolute Price:

Percent of Original Price: %

{Clicking} on a Product link under the Upsale section enables you to edit the Upsale settings for the product.

Related Products












In Edit Upsold Products, *{Click}* the Required Products link to establish upsale relationships. A list of your current products is displayed. Check the checkbox beside the product under Assigned to designate that the consumer must have that particular product in their shopping basket to make the upsale offer valid. You can associate multiple products with a single upsale item. Only one of the related products needs to be in the shopping basket to make the upsale offer valid. If the consumer has more than a single related product in the shopping basket, each product equally qualifies for the upsale offer.



Edit Upsold Product: Visit the Keys 

[Upsold Product](#) **Required Products**

All **Unassigned**
Assigned

Search:

Assigned Code Name		
<input checked="" type="checkbox"/>	coast Florida Tour	
<input type="checkbox"/>	LT London Tour	
<input type="checkbox"/>	gf2 Golf Club	
<input type="checkbox"/>	SK1 Ski Goggles	
<input type="checkbox"/>	SK2 Ski Scarf	
<input type="checkbox"/>	SK3 Ski Poles	
<input type="checkbox"/>	SK4 Ski Hat	
<input type="checkbox"/>	SK5 Ski Sunglasses	
<input type="checkbox"/>	SF1 Surf Backpack	
<input type="checkbox"/>	SF2 Surf Sunglasses	

1-10  

Once you've assigned the products you desire to associate with the upsale product, *{Click}* Update to update the product's related products list.

Special Offer: Visit the Keys

Save \$59.00

Offer valid for this order only

Code: **dis**

Regular Price: **\$179.00**

Special Price: **\$120.00**

You Save: **\$59.00**

Shipping Weight: **0.00**

Add 1 To Order

Do Not Add To Order

This one day tour takes you through the Florida keys. The history and famous movie locations are highlighted.

The Upsale product is offered to the customer when they select a particular product - in this case the Florida Coaster Tour.

Exercise

Create attributes for some of your products and create an Upsale product offering.

View your store after each step and place test orders to see the functionality of your attributes and Upsale offerings.

1. Add an attribute to each of the trip products that you created. Set the attribute up as a checkbox option that offers an upgrade to “First Class” for an additional \$1,000.00.
2. Add a product listing for a bottle of Dom Perignon with a selling price of \$225.00 and a cost of \$90.00
3. Create a special upsale promotion on the bottle of Dom for any customer that purchases a trip.

Review Questions

1. Give an example of a product that you sell that requires the customer to make choices to get the product they want, i.e. Size – SM, M, L, XL, XXL.
2. Can product attributes affect the price of the product?
3. Can product attributes be required? Give an example.
4. Why would you only offer a special promotion through the Upsold product feature?
5. Where is the Upsale offer presented to the customer?

Summary

As a result of this chapter, you should be able to:

- Assign Attributes to Products
- Understand how Attributes are presented to the Customer
- Understand the Upsale Concept
- Understand how Upselling works in Miva Merchant

6

Creating Customer Accounts and Groups

In this chapter, we review the process of creating groups of customers. This type of functionality allows you to manage special pricing and product availability for different customer types, i.e. wholesale vs. retail

Objectives

Upon completing this section, you should be able to:

1. Understand Customer Accounts
2. Create Availability Groups
3. Create Price Groups
4. Allocate Products into the Groups
5. Assign Customers into the Groups

Customer Accounts

Miva Merchant provides the ability to create customer accounts. The account can be created by an administrator of the store or by the customer himself or herself. The main information tracked in the customer account relates to shipping and billing data and each customer account is assigned an ID and a password.

An obvious benefit to customers having accounts is that repeat customers will not have to fill in their billing and shipping information for each order. Simply enter the info once and purchasing from your store can then be made easier. You should try to convey this type of message to your site visitors through the text that is used as the prompt for new users to create their own accounts and existing users to login when they visit.

If you have plans to offer special pricing to select groups of customers or even to restrict certain products or categories to selected customers or groups the customers will need to have accounts established to be able to be placed in a group.



Customer Account Prompts

The default storefront view has a text link that says, “Sign In” positioned above the category listings.



The text “Sign In” is a link to the accounts login page where a customer can create a new account or log in using an existing account.

If you want to change the text to something that you feel gives the user more incentive to create an account on your site, select the Customer Accounts menu option at the Edit Store level. From this dialog box you can modify the text for the default prompt.

Edit Store: Wild Time Tours  


[Identification](#) [Owner](#) [Settings](#) [Layout](#) [State Based Sales Tax](#)
[Messages](#) [Pagination](#) [Colors](#) [Fonts](#) [Images](#)
[Headers & Footers](#) **Customer Accounts**

Display Links Above Categories
 Customer Login Link:
 Customer Account Link: None First Name First Name Last Name
 Display Login Before Order Form

Customer Accounts dialog box provides fields for text prompts for new and existing customers as well as checkboxes to enable or disable the display of the customer account links.

Creating Customer Accounts

If a new visitor to your site clicks on the “Sign In” link or the “Account” link in the top menu bar of the store interface they will be presented with the accounts login page. The accounts login page allows existing account customers to login and allows new customers the opportunity to create their account.

 [Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#)

[Create New Account](#)

Login to Existing Account:

Login:
 Password:
 Please Email Me My Password

The accounts login page allows existing customers to log in and has a link for new customers to create their own account

When a customer chooses to create a new account they are asked for the following information:

- a login name
- an e-mail address to be used to send them their password in the event that they forget their password
- a password
- shipping address info
- billing address info (only if different from shipping)

NOTE: None of the information requested relates to method of payment. Miva Merchant is not storing the customer's credit card information or any other details that relate to payment for purchases.

[Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#)

Bold = Required
Italic = Optional

Login:

Email Lost Passwords To:

Password:

Confirm Password:

Ship To:		Bill To (If Different):	
First Name:	<input type="text"/>	First Name:	<input type="text"/>
Last Name:	<input type="text"/>	Last Name:	<input type="text"/>
Email Address:	<input type="text"/>	Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>	Phone Number:	<input type="text"/>
<i>Fax Number:</i>	<input type="text"/>	<i>Fax Number:</i>	<input type="text"/>
<i>Company:</i>	<input type="text"/>	<i>Company:</i>	<input type="text"/>
Address:	<input type="text"/>	Address:	<input type="text"/>
City:	<input type="text"/>	City:	<input type="text"/>
State/Province:	Outside CA ▾	State/Province:	Outside CA ▾
<i>Other State/Province:</i>	<input type="text"/>	<i>Other State/Province:</i>	<input type="text"/>
Zip/Postal Code:	<input type="text"/>	Zip/Postal Code:	<input type="text"/>
Country:	Canada ▾	Country:	<Select One>

New account information dialog box provides entry fields for login name, e-mail, password and shipping/billing address info.

Customer accounts can also be created by a store administrator. The Add Customer dialog box requests the customer Identification information first and then the shipping and billing information on a second screen.


The screenshot shows the Miva Merchant administration interface. On the left is a navigation menu with a tree structure. The main area is titled 'Add Customer' and has two tabs: 'Identification' (active) and 'Shipping/Billing Information'. The 'Identification' tab contains four input fields: 'Login:', 'Email Lost Passwords To:', 'Password:', and 'Confirm Password:'. The navigation menu includes options like 'Refresh', 'Domain Settings', 'Store Selection Layout', 'Users', 'Modules', 'Wizards', 'Stores', 'Add Store', 'Wild Time Tours', 'Groups', 'States', 'Categories', 'Products', 'Upsale', 'Shipping Configuration', 'Payment Configuration', 'Order Fulfillment Configuration', 'Logging Configuration', 'System Extension Configuration', 'Customers', 'Add Customer', 'Availability Groups', 'Price Groups', 'Order Processing', 'Wizards', 'Utilities', and 'About Miva Merchant'.

The Add Customer dialog box is available through the store admin menu.

Customers List

Once customers have been created you can view, edit, add and remove customer records by selecting the “Customers” link in the store administration menu. There are 2 screens for customer administration.

The “Customers” screen displays the list of customer accounts and allows you to view different details of the customer records as well as edit, add and remove customer accounts.

Customers 


Customers [Lost Password Email](#)

Search:

Display:

<input checked="" type="checkbox"/> Login	<input checked="" type="checkbox"/> Pass. Recovery Email	<input checked="" type="checkbox"/> Ship. First Name
<input checked="" type="checkbox"/> Ship. Last Name	<input type="checkbox"/> Ship. Email	<input type="checkbox"/> Ship. Phone
<input type="checkbox"/> Ship. Fax	<input type="checkbox"/> Ship. Company	<input type="checkbox"/> Ship. Address
<input type="checkbox"/> Ship. Zip	<input type="checkbox"/> Ship. City	<input type="checkbox"/> Ship. State
<input type="checkbox"/> Bill. Last Name	<input type="checkbox"/> Ship. Country	<input type="checkbox"/> Bill. First Name
<input type="checkbox"/> Bill. Fax	<input type="checkbox"/> Bill. Email	<input type="checkbox"/> Bill. Phone
<input type="checkbox"/> Bill. City	<input type="checkbox"/> Bill. Company	<input type="checkbox"/> Bill. Address
<input type="checkbox"/> Bill. State	<input type="checkbox"/> Bill. Zip	<input type="checkbox"/> Bill. Country


Remove	Login	Pass. Recovery Email	Ship. First Name	Ship. Last Name
<input type="checkbox"/>	student	student@xnu.com	Sam	Student

1-1 

Customers updated

Customers screen displays listing of all customer accounts

The “Lost Password Email” screen allows you to customize the e-mail message that will be sent to a customer that forgets their password and requests to have it sent to them.

Customers 

Customers [Lost Password Email](#)

From:

CC:

Subject:

Header Text (Precedes Account Information):

The Lost Password Email screen allows you customize password reminder messages.

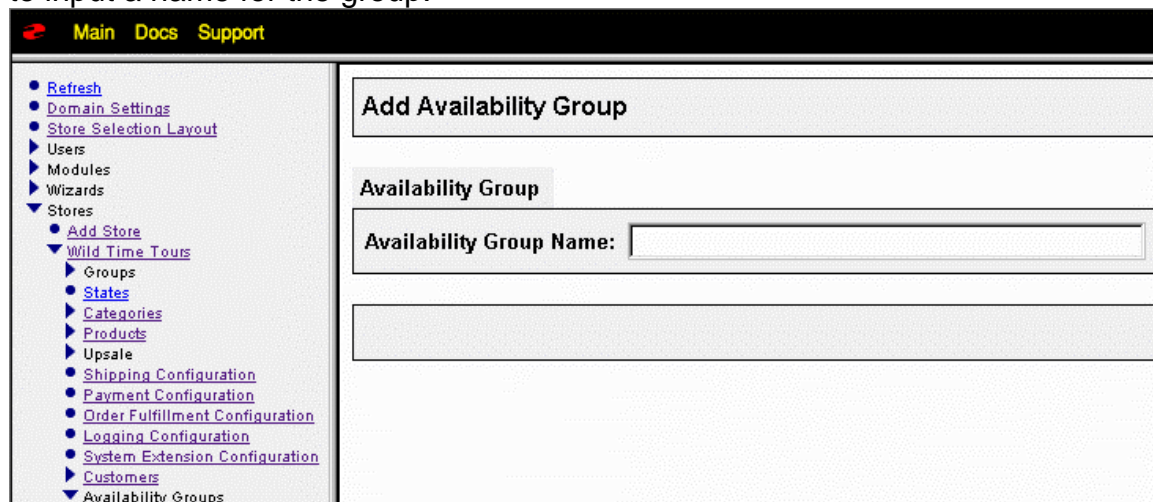
The customer accounts created by Miva Merchant are designed to be used with availability and/or price groups. There are no default functions that would allow you to export the customer list for e-mail or snail mail marketing activities. There is also no facility to automatically create customer accounts from customers that actually purchase items from your site.

Availability Groups

In your business you may have certain products that you would like to offer only to certain customers. To accomplish this type of a selective offering you will need to create an availability group. Once an availability group has been created then you associate product categories, individual products and customers with the group.

Creating an Availability Group

In the store administration menu expand the “Availability Groups” menu item and select the “Add Availability Group” option. The dialog box provides a field for you to input a name for the group.



The Add Availability Group dialog box has input field for group name.

Once you choose a name and create the group then the group name shows up in the menu under “Availability Groups” so that you can edit the properties for the group. Selecting “Customers” displays the customer list and allows you to select customer accounts to assign to the group. The “Categories” screen will display product category names, which can be assigned to the group. When a category is assigned to an availability group then the category name will not show up in the standard category navigation menus unless the customer has been identified and is a member of the availability group. The “Products” screen allows you to assign individual products to the group. Once assigned to the availability group then the products will not show up in the products list unless the customer has been identified and is a member of the availability group.

Edit Availability Group: Platinum Club


Availability Group
[Customers](#)
[Categories](#)
[Products](#)

Availability Group Name:

The Edit Availability Group dialog box allows you to set properties for the group by assigning customers, categories and products.


NOTE: Assigning a category to an availability group only restricts the category navigation menu and it does not prevent the products within the category from being displayed when a customer, who is not a member of the group, selects the “Products” menu option from the top menu bar of the store. You must make both category and product settings to effectively restrict the products to your selected customer accounts.

Price Groups

Many businesses offer special prices to different types of customers. You may have retail pricing available to the general public and wholesale pricing for reseller partners. Possibly you sell goods and services to large government, education or institutional clients that have negotiated special pricing or discounts with your organization. In any of these, or similar cases, you will need to create price groups to enable Miva Merchant to properly price your offerings for your special customer groups.

Creating Price Groups

In the store administration menu expand the “Price Groups” menu item and select the “Add Price Group” option. The dialog box provides fields for you to input a group name and pricing properties for this group.

 [Main](#) [Docs](#) [Support](#)

- [Refresh](#)
- [Domain Settings](#)
- [Store Selection Layout](#)
- [Users](#)
- [Modules](#)
- [Wizards](#)
- [Stores](#)
 - [Add Store](#)
 - [Wild Time Tours](#)
 - [Groups](#)
 - [States](#)
 - [Categories](#)
 - [Products](#)
 - [Upsale](#)
 - [Shipping Configuration](#)
 - [Payment Configuration](#)
 - [Order Fulfillment Configuration](#)
 - [Logging Configuration](#)
 - [System Extension Configuration](#)
 - [Customers](#)
 - [Availability Groups](#)
 - [Price Groups](#)
 - [Add Price Group](#)

Add Price Group

Price Group

Price Group Name:

Pricing:

- Retail
- Cost
- Discount From Retail: %
- Markup From Cost: %

The Add Price Group dialog box has input fields for group name and pricing properties.

The pricing options allow you to select between displaying standard retail or cost prices or having prices calculated as a discount from retail or a markup from cost. Once you choose a name, select the pricing options and create the group then the group name shows up in the menu under “Price Groups” so that you can edit the properties for the group.

Edit Price Group: Platinum

Price Group [Customers](#) [Products](#)

Price Group Name:

Pricing:

Retail

Cost

Discount From Retail: %

Markup From Cost: %

Price Group 'Platinum' added

The Edit Price Group dialog box allows you to set properties for the group by assigning customers and products and by editing the pricing fields.

Selecting “Customers” displays the customer list and allows you to select customer accounts to assign to the group. The “Products” screen allows you to assign individual products to the group. Once assigned to the price group the products will be displayed with the special pricing for any customer that has been identified as a member of the price group.

You may place the same customer in several different price groups that may affect the same products. In these cases the default setting is for Miva Merchant to display the highest price to the customer. You have the option to set this for the lowest price or to leave it set for the highest. This option is set through the “Settings” menu at the Edit Store level.

Edit Store: Wild Time Tours

[Identification](#) [Owner](#) **Settings** [Layout](#) [State Based Sales Tax](#)

[Messages](#) [Pagination](#) [Colors](#) [Fonts](#) [Images](#)

[Headers & Footers](#) [Customer Accounts](#)

Units of Measurement (Weight):

Basket Timeout (Minutes):

Price Group Overlap Resolution:

Sales Tax Calculation: Tax

Currency Formatting:

The Settings dialog box contains the property setting field for Price Group Overlaps. It allows you to select “Highest Price” (default) or “Lowest Price”.

Customer Access to Special Products and Prices

For both of the availability and price group features to function effectively the customers must have accounts and they must be logged in when they visit the site. When a customer creates an account in your store, Miva Merchant places a cookie on their computer through their browser. This technique allows your store software to recognize that customer when they visit again. The advantage of this technique is that a customer with an account is automatically recognized when they visit and they do not have to login to see their special prices or products that are controlled by your price and availability groups.

If you create the account for the customer then the cookie is placed on their system the first time that they login. If for any reason a customer deletes the cookie file from their computer or visits your store from another computer Miva Merchant will not recognize them automatically. To be able to see their special prices and products all the customer needs to do is login.

NOTE: Even though a customer can create their own account they cannot assign themselves to any of your existing groups. Customers that have access to restricted products or special prices may not even know that they are part of a special group. If you want to draw attention to the special treatment you will have to use other marketing means to communicate your message.

Exercise

Create availability and price groups for different customers. Test the different performance of the groups by visiting the store after each step. You will need to delete your cookie files in your browser to be able to login as a different customer each time.

1. Create a wholesale price group at cost plus 8% for a reseller partner.
2. Create an availability group for “Trippers”
3. Create a category that is only available to them. Put products like the Dom Perignon in that category. Remember when you test availability groups that you should look at the category listing and at the product list in the storefront.
4. Create price groups for Bronze – 3%, Silver – 5% and Gold – 10%
5. Put all customers into Bronze – view product prices
6. Put some customers into Silver, without removing them from Bronze – view product prices for a silver customer – did price change?
7. Change the price resolution feature to lowest price - view product prices for a silver customer – did price change?
8. Decide which you desire for price resolution – highest or lowest

Review Questions

1. Can customers create their own account?
2. Why should a customer create an account at your store?
3. Can you have special products that are only offered to certain customers?
4. Can you have different price lists that are available to different customers?
5. Do repeat visitors have to login every time they visit?

Summary

As a result of this chapter, you should be able to:

- Understand customer accounts
- Create a customer account
- Create availability groups
- Create price groups

7

Selecting and Configuring Modules

In this chapter, we review the configuration of the Payment Processing, Order Notification, and Shipping modules. These modules are essential to successfully processing your customer's transactions, ensuring that you get paid, and the customer gets their product.

Objectives

Upon completing this section, you should be able to:

1. Setup the State List
2. Setup Payment Processing
3. Setup Order Notification
4. Setup Shipping Modules


Processing Orders

There are a number of steps involved in successfully processing an order and receiving payment. Tax is handled differently depending on the State or Country the order is being shipped to, and/or billed to. Shipping costs must be calculated and included in the price of the customer's order and shipping arrangements made. Customer payment must be processed and confirmed before shipping occurs. Finally, a confirmation notice should be sent to the customer with appropriate details.

The State List












Because your business is online, it is accessible to an international customer base. Taxation and shipping costs are affected by the location of your customers. To help automate the process of taxation and shipping costs associated with orders, you can create a State list. By default, Miva Merchant lists all the U.S. states as possible shipping locations, if you set up your store as based in the United States. An Outside US state is also included for orders outside of the United States. You can remove, add, and edit states on the State List.



To edit the State List, *{Click}* the States link in your Store. The Edit State List screen is displayed.

Edit State List 


States

Search:

Remove Code State		
<input type="checkbox"/>	Outside US	
<input type="checkbox"/>	AK Alaska	
<input type="checkbox"/>	AL Alabama	
<input type="checkbox"/>	AR Arkansas	
<input type="checkbox"/>	AZ Arizona	
<input type="checkbox"/>	CA California	
<input type="checkbox"/>	CO Colorado	
<input type="checkbox"/>	CT Connecticut	
<input type="checkbox"/>	DC District of Columbia	
<input type="checkbox"/>	DE Delaware	


1-10  


Remove states by checking the checkbox and *{Clicking}* the Update button.

Edit states by *{Clicking}* on the edit button  beside the state. Input the state code in the code field and the state name in the State field. *{Click}* Update to add your changes.

States

Search:

Code	State	
	Outside US	
<input type="text" value="AK"/>	<input type="text" value="Alaska"/>	
AL	Alabama	
AR	Arkansas	
AZ	Arizona	
CA	California	

To add a state, *{Click}* the New State button . Input the state code in the code field and the state name in the State field. *{Click}* Update to add your changes.

DC	District of Columbia	
DE	Delaware	
<input type="text" value="ON"/>	<input type="text" value="Ontario"/>	

1-10  

Code	Product	Quantity	Price/Ea.	Total
ST	Super Thing	1	\$12.00	\$12.00
				Total: \$12.00

Bold = Required
Italic = Optional

Ship To:	Bill To (If Different):
First Name: <input type="text"/> Last Name: <input type="text"/> Email Address: <input type="text"/> Phone Number: <input type="text"/> <i>Fax Number:</i> <input type="text"/> <i>Company:</i> <input type="text"/> Address: <input type="text"/> City: <input type="text"/> State/Province: <input type="text" value="Outside US"/> <i>Other State/Province:</i> <input type="text"/> Zip/Postal Code: <input type="text" value="33468"/> Country: <input type="text" value="United States"/>	First Name: <input type="text"/> Last Name: <input type="text"/> Email Address: <input type="text"/> Phone Number: <input type="text"/> <i>Fax Number:</i> <input type="text"/> <i>Company:</i> <input type="text"/> Address: <input type="text"/> City: <input type="text"/> State/Province: <input type="text" value="Outside US"/> <i>Other State/Province:</i> <input type="text"/> Zip/Postal Code: <input type="text"/> Country: <input type="text" value="<Select One>"/>

The Order Form in the browser with the State list available as a drop-down menu.

Adding Order Fulfillment Modules

Miva Merchant permits you to add different order fulfillment modules for the shipping, payment, notification, and confirmation elements of a typical order. To add modules, expand the Modules link and *{Click}* on the Add Module link.



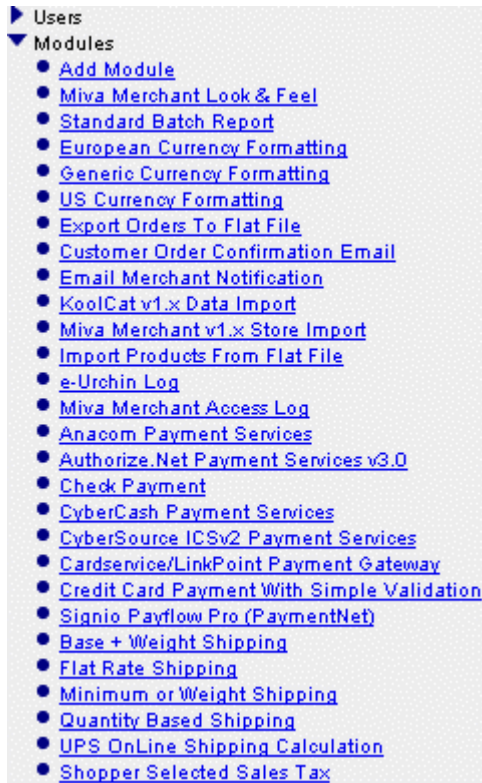
The Modules section exists outside of the Store in the Menu.

Input the path to the module in the Module field, or *{Click}* the Upload File button and browse for the module you wish to add.

A screenshot of a web form titled 'Add Module'. The form has a header bar with the title and a small icon. Below the header is a 'Files' section. The 'Module:' label is followed by a text input field and a file upload icon. At the bottom right of the form are two buttons: 'Add' and 'Reset'.

Editing Modules

To examine a module, change the path for a module, or delete a module - *{Click}* the module's link in the menu.



{Click} on a Module link to edit it.

The Edit Module screen is displayed.

Edit Module: Minimum or Weight Shipping

Information [Files](#)

Type of Module:	Shipping
Code:	minunit
Name:	Minimum or Weight Shipping
Provider:	Miva Corporation
Version:	2.1
Usage Count (Number of Stores):	0

The Minimum or Weight Shipping Module

When you select a module, the module's information is displayed - including type, code, name, provider, version, and usage in Stores. To change the path to the module, *{Click}* the Files link and input the path to the module, or *{Click}* the

Upload File button and browse for the module's location to replace it with another version (or to specify a new location).

To delete a module from the module list, *{Click}* the Delete button. You are asked again if you want to delete the module. If you do, *{Click}* Delete again - if not, *{Click}* Cancel.

Delete Module: Minimum or Weight Shipping 


Remove module **Minimum or Weight Shipping**?

Delete module file `modules/shipping/minunit.mv`

Uncheck the Delete module checkbox to save the actual module files in Miva Merchant (in case you want to add the module at a later date).

Configuring Shipping

Once you've added a shipping module or modules to your store, you can configure the module(s) by selecting the Shipping Configuration link under your store. Select the shipping module you wish to configure and add it to the store by checking the Assigned checkbox.

Shipping Configuration 

Modules

Assigned Module	
<input checked="" type="checkbox"/>	UPS OnLine Shipping Calculation
<input type="checkbox"/>	Quantity Based Shipping
<input type="checkbox"/>	Minimum or Weight Shipping
<input type="checkbox"/>	Flat Rate Shipping
<input checked="" type="checkbox"/>	Base + Weight Shipping

{Click} the Update button to add the selected shipping module to your store. The title of the module(s) you assigned to the store appears as a link beside the Modules tab.

Modules [Base + Weight Shipping](#) [UPS OnLine Shipping Calculation](#)

Assigned Module	
<input checked="" type="checkbox"/>	UPS OnLine Shipping Calculation
<input type="checkbox"/>	Quantity Based Shipping
<input type="checkbox"/>	Minimum or Weight Shipping
<input type="checkbox"/>	Flat Rate Shipping
<input checked="" type="checkbox"/>	Base + Weight Shipping

Shipping Configuration updated


{Click} the link to configure the module.

Modules [Base + Weight Shipping](#) [UPS OnLine Shipping Calculation](#)


URL to UPS CGI Gateway:	<input type="text" value="http://www.ups.com/using/services/rave/qcostcgi.cgi"/>
Rate Chart:	<input type="text" value="Regular Daily Pickup"/>
Available Shipping Methods:	<input checked="" type="checkbox"/> Next Day Air
	<input checked="" type="checkbox"/> Next Day Air Letter
	<input checked="" type="checkbox"/> Next Day Air Early AM
	<input checked="" type="checkbox"/> Next Day Air Early AM Letter
	<input checked="" type="checkbox"/> Next Day Air Saver
	<input checked="" type="checkbox"/> Next Day Air Saver Letter
	<input checked="" type="checkbox"/> 2nd Day Air
	<input checked="" type="checkbox"/> 2nd Day Air Letter
	<input checked="" type="checkbox"/> 2nd Day Air AM
	<input checked="" type="checkbox"/> 2nd Day Air AM Letter
	<input checked="" type="checkbox"/> 3 Day Select
	<input checked="" type="checkbox"/> Ground (Commercial)
	<input checked="" type="checkbox"/> Ground (Residential)
	<input checked="" type="checkbox"/> Canada Standard
	<input checked="" type="checkbox"/> Worldwide Express Plus
	<input checked="" type="checkbox"/> Worldwide Express Plus Letter
	<input checked="" type="checkbox"/> Worldwide Expedited
	<input checked="" type="checkbox"/> Worldwide Express
	<input checked="" type="checkbox"/> Worldwide Express Letter

Each module's configuration options will vary. In this case, the UPS module permits you to select what shipping methods you wish to offer, what Rate Chart you will use, and the URL which receives order information from your store and calculates and returns the shipping cost to you and your customer. In addition to the UPS shipping module, Miva Merchant includes Minimum or Weight Shipping, Flat Rate Shipping, and Base + Weight Shipping modules. {Click} Update to process any changes you make.


Minimum or Weight Shipping

{Click} the “New Shipping Method” button  to add a shipping method to the Minimum or Weight Shipping module for the store. Specify a minimum shipping charge or charges depending on the total weight of the products ordered. Input a custom method of shipping in the Shipping Method field, the cost per unit-of-weight (such as .05 cents per pound), without currency symbols in the Amount/Weight Unit field, and the minimum shipping charge in the Minimum Charge field. If the weight of the products ordered calculates to less than the minimum shipping charge, then the minimum shipping charge is processed. If the weight of the products ordered calculates to more than the minimum shipping charge, the per-unit of weight amount is charged to the customer. {Click} Update to process any changes you make.

Modules	Flat Rate Shipping	Minimum or Weight Shipping	Base + Weight Shipping	UPS OnLine Shipping Calculation
Shipping Method		Amount/Weight Unit	Minimum Charge	
Basic		0.75	5.00	


To add additional shipping methods, {Click} the New Shipping Method button . You must {Click} Update to process any shipping methods you’ve added.

Flat Rate Shipping

Use Flat Rate Shipping to set a flat rate, regardless of weight, for specific Shipping Methods. {Click} the New Shipping Method button  to add a shipping method. Input a custom method of shipping in the Shipping Method field and the cost (without currency symbols) in the Amount field. {Click} Update to process any changes you make.


Modules	Flat Rate Shipping	Minimum or Weight Shipping	Base + Weight Shipping	UPS OnLine Shipping Calculation
Shipping Method				Amount 
<input type="text" value="Premium"/>				<input type="text" value="25.00"/>





Base + Weight Shipping

{Click} the New Shipping Method button  to add a shipping method. Use the Base + Weight Shipping Module when you wish to include a minimum charge in addition to the cost per-unit of weight charge. For instance, if you've set your minimum shipping charge at \$5.00, and the total by weight charge is \$10, the customer is charged \$15.00 for shipping. Input a Shipping Method, a Base Charge, and an Amount/Weight Unit value in the respective fields. {Click} Update to process any changes you make.

Modules	Flat Rate Shipping	Minimum or Weight Shipping	Base + Weight Shipping	UPS OnLine Shipping Calculation
Shipping Method			Base Charge	Amount/Weight Unit 
<input type="text" value="Next Day"/>			<input type="text" value="5.00"/>	<input type="text" value="0.75"/>

Editing/Removing Shipping Methods

To edit existing shipping methods, select the Shipping Method module in the Shipping Configuration screen. A list of the shipping methods within the module is displayed. *{Click}* the Edit Button  beside the shipping method to modify it.

Modules	Flat Rate Shipping	Minimum or Weight Shipping	Base + Weight Shipping	UPS OnLine Shipping Calculation
Remove Shipping Method				Amount 
<input type="checkbox"/>	Basic			15.00 
<input type="checkbox"/>	Next Day			45.00 
<input type="checkbox"/>	Premium			25.00 

Check the Remove checkbox to remove a shipping method from the module. *{Click}* Update to process any changes you make.

Ship Via:

Pay With:
Next Day (\$45.00)
Premium (\$25.00)
Basic (\$5.00)
Next Day (\$5.38)

The Shipping Options as they appear to the customer in the browser.

Payment Configuration

To set up payment options for your online store, *{Click}* the Payment Configuration link in the Store section of the menu. You can select from a number of different modules, each with its own configuration settings, with the exception of the Check Payment module. Select the module(s) you want to add by checking the Assigned checkbox. *{Click}* Update to process any changes you make. The module(s) you have added appear as links beside the Modules tab. *{Clicking}* the link permits you to configure the module(s).

Payment Configuration

Modules


Assigned Module	
<input type="checkbox"/>	Signio Payflow Pro (PaymentNet)
<input checked="" type="checkbox"/>	Credit Card Payment With Simple Validation
<input type="checkbox"/>	Cardservice/LinkPoint Payment Gateway
<input type="checkbox"/>	CyberSource ICSv2 Payment Services
<input type="checkbox"/>	CyberCash Payment Services
<input checked="" type="checkbox"/>	Check Payment
<input type="checkbox"/>	Authorize.Net Payment Services v3.0
<input type="checkbox"/>	Anacom Payment Services






With the exception of Check Payment and Credit Card Payment with Simple Validation, each module requires you to consult with the appropriate vendor to set your payment configuration properly. A link to each vendor's web site is included on each configuration screen.

Check Payment

There is no configuration for the Check Payment module. Using Check Payment adds a field to the order form prompting the customer for a check number.

Credit Card Payment with Simple Validation

This module features American Express, Discover, Master Card, and Visa credit cards by default. To remove a card type, check the Remove checkbox and *{Click}* the Update button. To add a card type, *{Click}* the New Card button  and input the name of the credit card.

Modules		Credit Card Payment With Simple Validation		
Remove Credit Card	Allowable Prefixes	Allowable Lengths		
<input type="checkbox"/> American Express	34, 37	15		
<input type="checkbox"/> Discover	6011	16		
<input type="checkbox"/> MasterCard	51, 52, 53, 54	16		
<input type="checkbox"/> Visa	4	13, 16		

This method does not ensure that the customer is approved; it merely ensures that the number used is a valid credit card number. You have to register with one of the other services listed in the Payment Configuration modules to validate credit cards as the order is completed.

Ship Via:

Pay With:

- Check
- American Express
- Discover
- MasterCard
- Visa

The Payment Options as they appear to the customer in the browser.

Payment Information:

Check

Check #:

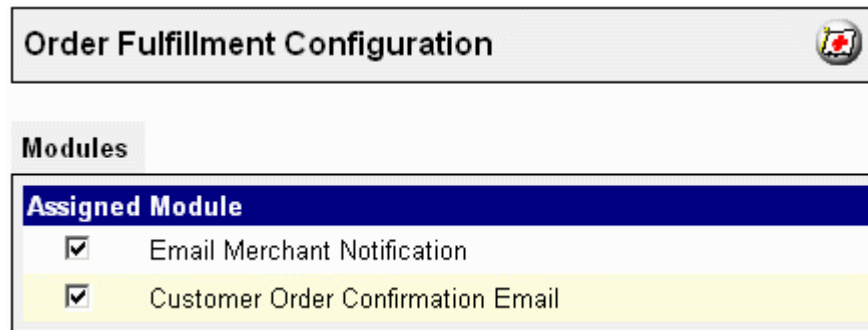
The user must enter the check number if paying by check.

Removing Payment Methods

To remove payment methods, simply *{Click}* the “Payment Configuration” link and uncheck any of the payment methods you want to remove from “Payment Configuration” form. *{Click}* “Update” to process your changes.

Order Confirmation

Customers who place online orders will want confirmation that their order has been processed and approved. Use the Customer Order Confirmation Email module to email confirmations to a single address or a list of addresses, with a custom message and details of the customer's order. To access the Customer Order Confirmation Email module, *{Click}* the Order Fulfillment Configuration link under your Store.

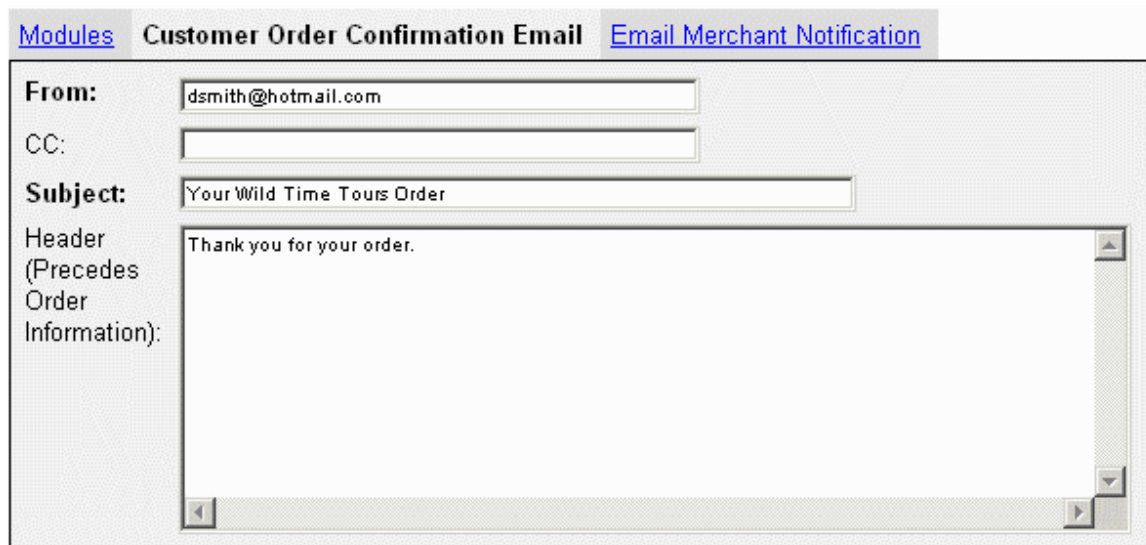


The screenshot shows a web interface for "Order Fulfillment Configuration". At the top, there is a header bar with the title "Order Fulfillment Configuration" and a small globe icon. Below this is a "Modules" tab. Under the "Assigned Module" section, there is a table with two rows. The first row is "Email Merchant Notification" with a checked checkbox. The second row is "Customer Order Confirmation Email" with a checked checkbox and a yellow highlight.

Assigned Module	
<input checked="" type="checkbox"/>	Email Merchant Notification
<input checked="" type="checkbox"/>	Customer Order Confirmation Email

Check the Assigned Module checkbox to add the module to your Store and *{Click}* the Update button. The module will appear beside the Modules tab as a link. *{Click}* the link to configure each module.

Customer Order Confirmation Email



The screenshot shows the configuration form for the "Customer Order Confirmation Email" module. At the top, there are three tabs: "Modules", "Customer Order Confirmation Email" (which is active), and "Email Merchant Notification". The form has several fields: "From:" with the value "dsmith@hotmail.com", "CC:" (empty), "Subject:" with the value "Your Wild Time Tours Order", and "Header (Precedes Order Information):" with the value "Thank you for your order.".

From: dsmith@hotmail.com

CC:

Subject: Your Wild Time Tours Order

Header (Precedes Order Information): Thank you for your order.

Input a return email address in the "From:" field. Input other email address' in the CC (Carbon Copy) field, separating each address by a comma. Input the subject of the email in the Subject field. Finally, input the content of the email in the Header field. Details of the customer's order are automatically sent with the email confirmation. The information you input becomes the standard confirmation email for all your customers.

Exercise

Experiment with the shipping options to achieve the offerings you desire. Extensive testing at this stage will make it easier for your customer when you go live. Don't assume that your customers understand shipping terms that you may be comfortable with – keep your descriptions brief and accurate!

Experiment with your payment option configuration. Any of the live processing options give you the ability to flip into test mode so that you can complete the processing of an order without actually charging the credit card being used.

At this stage where you are testing through to the completion of sales orders you must have a proper mail server configured so that you can see both the customer and the merchant confirmation messages.

Review Questions

1. Can you use more than one shipping module with your store configuration?
2. What payment option would you use to accept checks?
3. What options do you have to accept credit cards?
4. How does the customer know that their order was accepted / placed?
5. How do you know when you have sold something?

Summary

As a result of this chapter, you should be able to:

- Setup the State List
- Setup Payment Processing
- Setup Order Notification
- Setup Shipping Modules

8

Order Processing

In this chapter, we review the process of retrieving and validating orders.

Objectives

Upon completing this section, you should be able to:

1. Understand the concept of Batching Orders
2. View and Edit Orders
3. Validate Orders


Processing Orders

Miva Merchant keeps track of each order made online in what is called an “unbatched” list. This means the list is unorganized. You can process orders and generate reports by batching or grouping them together and process each order in turn. To process orders, expand the “Order Processing” menu item. You can view a list of your unbatched orders by expanding the “Un-batched Orders” menu item.



Editing Orders

To view/edit an order, *{Click}* on the order link. The “Edit Order” form is displayed.

Edit Order #1002 

[Customer Information](#) [Order Information](#) [Check Payment](#)

Ship To:		Bill To:	
First Name:	<input type="text" value="Anton"/>	First Name:	<input type="text" value="Anton"/>
Last Name:	<input type="text" value="Mesrobian"/>	Last Name:	<input type="text" value="Mesrobian"/>
Email Address:	<input type="text" value="antonm@coldmail.com"/>	Email Address:	<input type="text" value="antonm@coldmail.com"/>
Phone Number:	<input type="text" value="111-111-1111"/>	Phone Number:	<input type="text" value="111-111-1111"/>
Fax Number:	<input type="text"/>	Fax Number:	<input type="text"/>
Company:	<input type="text"/>	Company:	<input type="text"/>
Address:	<input type="text" value="111 Smith Avenue"/>	Address:	<input type="text" value="111 Smith Avenue"/>
City:	<input type="text" value="Smith City"/>	City:	<input type="text" value="Smith City"/>
State:	<input type="text" value="IA"/>	State:	<input type="text" value="IA"/>
Zip/Postal Code:	<input type="text" value="11111"/>	Zip/Postal Code:	<input type="text" value="11111"/>
Country:	<input type="text" value="US"/>	Country:	<input type="text" value="US"/>

The order number is presented, along with shipping and billing information. In addition, links about what the customer has ordered (Order Information) and

method of payment, in this case by check (Check Payment) appear at the top of the form. *{Click}* on a link to edit it.

Order Information

Order information presents you with a list of what the customer has ordered, the quantity, the price, sales tax (if any), shipping costs, and a total. Examine all the information to verify that everything is correct.

Customer Information	Order Information	Check Payment		
Code	Product	Quantity	Price/Ea.	Total
coast	Florida Tour	1	2500.00	2500.00
dis	Visit the Keys (Special Offer)	1	120.00	120.00
			Sales Tax:	<input type="text" value="0.00"/>
			Shipping: Basic:	<input type="text" value="5.00"/>
Total:				<input type="text" value="2625.00"/>


Payment Information

Payment Information presents you with a summary of the payment method if the customer paid by check or credit card.

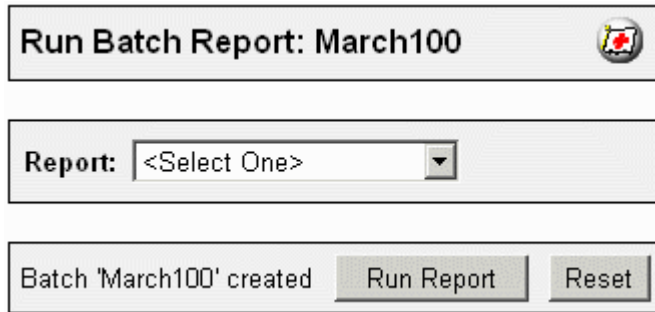
Customer Information	Order Information	Check Payment
Check #:	<input type="text" value="099"/>	
<input type="button" value="Update"/> <input type="button" value="Delete"/> <input type="button" value="Reset"/>		

Batch Orders

To create a batch of orders, *{Click}* on the “Create Batch” link. All the orders currently in the “Un-batched Orders” are placed into the new batch of orders. Input a batch name in the “Batch Name” field and *{Click}* “Create”.

Create Batch: 3 new orders	
Batch Name:	<input type="text" value="March100"/>
<input type="button" value="Create"/> <input type="button" value="Reset"/>	

The form will change to a “Run Batch Report” page and the batch appears as a link beneath the “Create Batch” link.



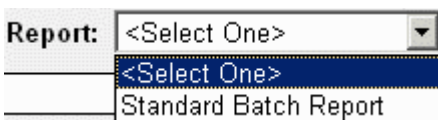
- ▼ Order Processing
 - [Create Batch](#)
 - ▶ 02/21/2000: March100
 - ▼ Un-batched Orders

Expanding the newly created Batch item presents you with the ability to run reports, process orders, delete the batch, and an “Orders” link which can expand to view each individual order within the batch.

- ▼ Order Processing
 - [Create Batch](#)
 - ▼ 02/21/2000: March100
 - [Run Report](#)
 - [Process Orders](#)
 - [Delete Batch](#)
 - ▶ Orders
 - ▼ Un-batched Orders

Reports

To generate a report, *{Click}* the “Run Report” link and select “Standard Batch Report” from the “Report” drop-down menu.



{Click} “Run Report”. A summary of each order is presented to you in the browser.

Process Orders

To process orders in the batch, {Click} the “Process Order” link. The “Process Orders” form is presented. Each order in the batch is listed with the option to “Process” or “Mark as Processed”.

Process Orders: 02/21/2000: March100	
Order #1002	
Check	<input type="button" value="Process"/>
Check #: 099	<input type="button" value="Mark as Processed"/>
Order #1003	
Check	<input type="button" value="Process"/>
Check #: 100	<input type="button" value="Mark as Processed"/>
Order #1004	
Check	<input type="button" value="Process"/>
Check #: 101	<input type="button" value="Mark as Processed"/>


The “Process” and “Mark as Processed” buttons behave differently depending on the Payment processing module(s) in use. If you are using a manual method to process credit card and other transactions you will mark each order as processed as you go through them. If you have installed any of the automated processing modules you may have to click on the Process button to completely finish the transaction.

Once an order is processed, processing options are removed from the order and the order is placed into the batch.

Exporting Orders to a Flat File

You may want to log your orders in something like an Excel worksheet, or a database. To do so, you can export your batched orders to a flat text file and import it into the application of your choice.

To export a batch of orders, expand the “Utilities” link, then expand the Export Data menu item, and *{Click}* on the “Export Orders to Flat File” link.

Export Orders To Flat File 

Batch to Export:

Export Orders to File:

Delimiter: Tab
 Other:

If File Exists: Append To File
 Replace File

Select the Batch you want to export from the “Batch to Export” drop-down menu. Input the name of the .dat file into the “Export Orders to File” field. Designate whether the “Delimiter” is Tab based, or other, by checking the appropriate “Delimiter” radio button. If you want to add to an existing file, check the “Append to File” radio button. Check “Replace File” if you want to replace an existing .dat file.

The .dat file is placed in the “htsdata” or “mivadata” folder. You can retrieve the file using an FTP client and import it into your database application.

Order Processing Procedure:

Below is a suggested procedure for handling the orders that come through your Miva Merchant system. This is the procedure that is actually being used by storeowners using the Miva Merchant product today.

1. Batch the orders – use today's date as the batch name.
2. Run the standard batch report and print it.
3. Export orders to a flat file (for archival purposes)
4. Keep today's and yesterday's batch.
5. Delete batch from two days ago.
6. Delete expired shopping baskets.
7. Pack the Database. Note: You may lose some order #'s as a result of packing the database.

Exercise

Experiment with order processing functions.

1. Batch the test orders you have been placing.
2. Run the batch report (print it)
3. Process the orders
4. Export the orders to a flat file
5. Delete the batch or leave it so that you follow the recommended procedure of deleting batches after 2 days or whatever cycle you want to impliment
6. Delete expired shopping baskets
7. Pack the Database

Review Questions

1. Do you have to batch orders to process them?
2. Why would you want to create a batch?
3. Why would you run a Standard Batch Report?
4. How can you get your customer order information out of Miva Merchant?

Summary

As a result of this chapter, you should be able to:

1. Understand the concept of Batching Orders
2. View and Edit Orders
3. Validate Orders

9

Customizing the Look of Your Web Store

In this chapter, we review some of the options you have to customize the look and feel of your web store through the use of headers and footers, HTML, images, and links.

Objectives

Upon completing this section, you should be able to:

1. Understand how to link to various sections of Miva Merchant
2. Understand the role of Headers and Footers
3. Use Miva Merchant's Color settings

Building Your Store

Whether you are building a new online store site or adding e-commerce capabilities to your existing site, Miva Merchant provides all of the components required to do business online. You can combine Miva Merchant with other web technologies where you would use Miva Merchant for the online store functions such as product presentment and display, product catalog listing, shopping cart, order optimization, upselling, order processing, etc and you would use additional coding in HTML, JavaScript and Miva Script for general information pages, survey forms and so on.

It is very common to use a standard HTML page as the “home page” for your site because a standard HTML page can be tagged with special information for the major search engines. This may be an important consideration in the marketing of your site and products online.



Wild Time Tours

Home

Golf Tours

Skiing Tours

Surfing Tours

Coaster Tours

Souvenirs

[[SKIING TOURS](#)]

[[COASTER TOURS](#)]

[[SURFING TOURS](#)]

[[GOLFING TOURS](#)]

Wild Time Tours has been in business for over 50 years! We can meet, and exceed, all your vacation needs.

Please Click on the pictures or the links to your left for more information.



The home page of the Wild Time Tours web site – this page could easily be developed using any of the leading web page development tools like Microsoft FrontPage, Macromedia Dreamweaver or SoftQuad HoTMetaL PRO.

Linking to Miva Merchant Store Sections


Miva Merchant is divided into five main sections, each of which you can link to from an existing web site. They are:

- Store Front
- Search
- Product List
- Basket Contents
- Order Form

By *{Clicking}* on the “Link” button  present in various edit screens, Miva Merchant will display the relevant URLs.

Edit Store: Wild Time Tours  

Identification	Owner	Settings	Layout	State Based Sales Tax
Messages	Pagination	Colors	Fonts	Images
Headers & Footers	Customer Accounts			

Manager: 

Store Code:

Store Name:

{Clicking} on the “Link” button in the main “Edit Store” screen results in a list of URLs to the main sections of the store being displayed.

Store Links For Store: Wild Time Tours

Store Front: http://xtranet3.xnu.com/merchant2/merchant.mv?Screen=SFNT&Store_Code=WTT
Search: http://xtranet3.xnu.com/merchant2/merchant.mv?Screen=SRCH&Store_Code=WTT
Product List: http://xtranet3.xnu.com/merchant2/merchant.mv?Screen=PLST&Store_Code=WTT
Basket Contents: http://xtranet3.xnu.com/merchant2/merchant.mv?Screen=BASK&Store_Code=WTT
Order Form: http://xtranet3.xnu.com/merchant2/merchant.mv?Screen=OINF&Store_Code=WTT

If you want to show the contents of a user’s basket, you could create a button for your web page, and have the link go to the full URL listed beside “Basket Contents”.

{Clicking} on “Coaster Tours” on the home page brings us to the Coaster Tours page. We’ve created custom buttons, “Add to Basket” and “Buy Now”, which we will link to the Basket and Buy Now sections of the Florida Tour.



Home

Golf Tours

Skiing Tours

Surfing Tours

Coaster Tours

Souvenirs

Order Form

	<p>FLORIDA</p> <p>Come visit the Florida coast! We have a tour that will take you to all the major theme parks: Disneyworld, Universal Islands of Adventure, Busch Gardens Tampa, and Universal Studios!</p>
<p>\$2,500 US</p>	<p>Add to Basket</p> <p>Buy Now</p>
	<p>LONDON</p>

{Clicking} on the “Add to Basket” button, with the appropriate link added, produces the standard Miva Merchant Order form - in this case with the Miva Merchant Look and Feel.

[Store Front](#) [Account](#) [Search](#) [Product List](#) [Basket Contents](#) [Checkout](#)



Code	Product	Quantity	Price/Ea.	Total
coast	Florida Tour	1	\$2,500.00	\$2,500.00
Total: \$2,500.00				

Bold = Required










Italic = Optional

Ship To:		Bill To (If Different):	
First Name:	<input type="text"/>	First Name:	<input type="text"/>
Last Name:	<input type="text"/>	Last Name:	<input type="text"/>
Email Address:	<input type="text"/>	Email Address:	<input type="text"/>
Phone Number:	<input type="text"/>	Phone Number:	<input type="text"/>
<i>Fax Number:</i>	<input type="text"/>	<i>Fax Number:</i>	<input type="text"/>
<i>Company:</i>	<input type="text"/>	<i>Company:</i>	<input type="text"/>
Address:	<input type="text"/>	Address:	<input type="text"/>
City:	<input type="text"/>	City:	<input type="text"/>
State/Province:	Outside US <input type="button" value="v"/>	State/Province:	Outside US <input type="button" value="v"/>
<i>Other State/Province:</i>	<input type="text"/>	<i>Other State/Province:</i>	<input type="text"/>
Zip/Postal Code:	<input type="text"/>	Zip/Postal Code:	<input type="text"/>
Country:	United States <input type="button" value="v"/>	Country:	<Select One> <input type="button" value="v"/>
<input type="button" value="Continue"/>			

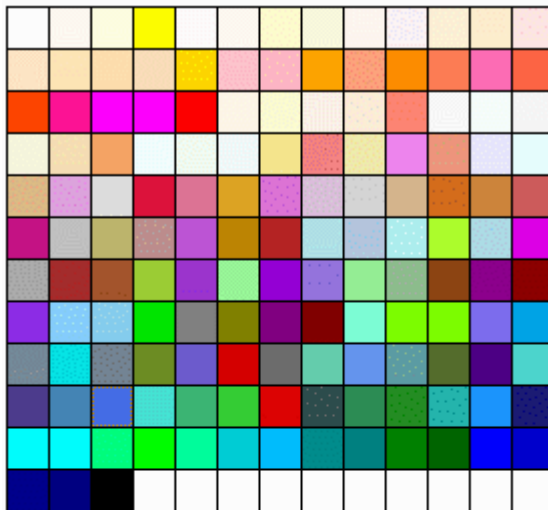
In this case, the background color matches our own web site, and the “List Header Background” color is a blue, roughly correlating with the blue in our web site. However, the blue is a bit too dark. We can change colors by *{Clicking}* on the “Colors” link within the Store.

Edit Store: Wild Time Tours  

[Identification](#) [Owner](#) [Settings](#) [Layout](#) [State Based Sales Tax](#)
[Messages](#) [Pagination](#) **Colors** [Fonts](#) [Images](#)
[Headers & Footers](#) [Customer Accounts](#)

Body Background:	<input type="text" value="#ffffff"/>	
Body Text:	<input type="text"/>	
Body Link:	<input type="text"/>	
Body Active Link:	<input type="text"/>	
Body Viewed Link:	<input type="text"/>	
Category Tree Background:	<input type="text" value="white"/>	
Header Foreground:	<input type="text"/>	
List Header Foreground:	<input type="text" value="#ffffff"/>	
List Header Background:	<input type="text" value="crimson"/>	
List Alternate Background:	<input type="text" value="#ffffdd"/>	
Navigation Bar Background:	<input type="text" value="white"/>	

{Clicking} the color button beside the “List Header Background” field brings up the color control, from which we select a more appropriate blue color to reflect the colors of our custom web site.

A color selection dialog box. On the left is a large blue square. To its right are four input fields: "Red:" with the value "65", "Green:" with the value "105", "Blue:" with the value "225", and "Color:" with the value "royalblue". At the bottom are two buttons: "Save" and "Cancel".

You must {Click} “Save” and then “Update” to make the color change effective.

Headers and Footers

Integrating Miva Merchant with an existing web site requires planning. Generally, you use Miva Merchant to create the Store, create product categories, create products, implement payment systems, and so forth. Using the “Link” system that displays the full URL to individual sections within your store is one method of integration, most particularly for custom buttons from within your own web site. Another method of integration is using the Headers and Footers of various Miva Merchant sections. Most sections have “Headers and Footers” as a link in a form, and most of the Headers and Footers are accessible from the “Headers and Footers” link in the Store form.

In most cases, Headers and Footers can contain a combination of HTML and plain text, complete with image references. For instance, you can input text into the “Basket Contents Header” and “Basket Contents Footer” in the administrative system.



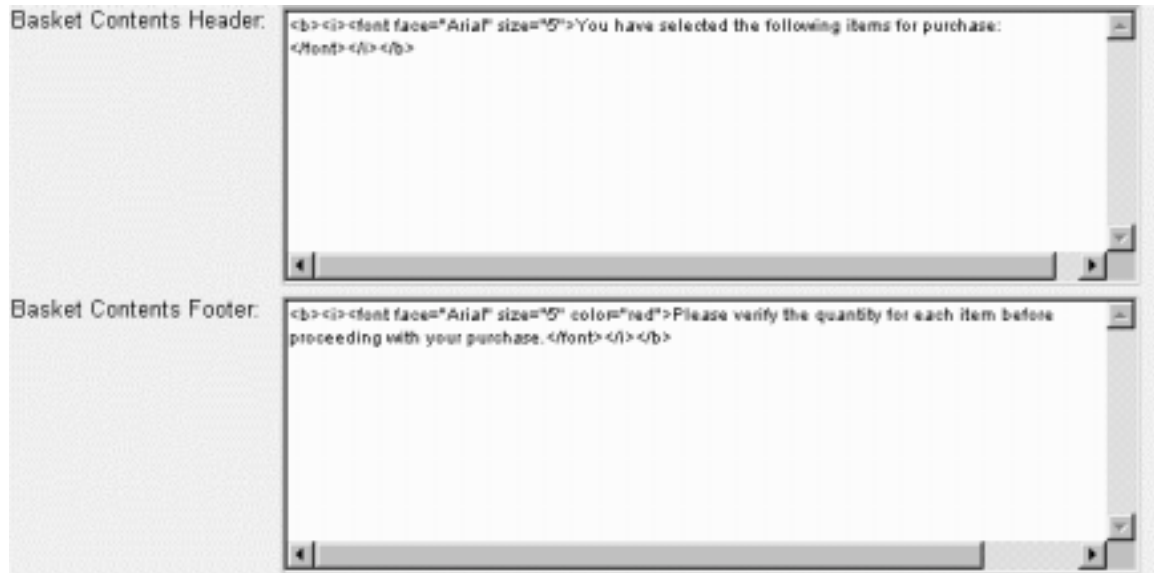
When viewed in a browser, the text you input appears.

You have selected the following items for purchase:

	Code	Product	Quantity	Price/Ea.	Total
<input type="button" value="Remove"/>	coast	Florida Tour	<input type="text" value="1"/> <input type="button" value="Update"/>	\$2,500.00	\$2,500.00
<input type="button" value="Remove"/>	LI	London Tour	<input type="text" value="1"/> <input type="button" value="Update"/>	\$5,000.00	\$5,000.00
					Total: \$7,500.00

Please verify the quantity for each item before proceeding with your purchase.

You can also input HTML coding with text to format the appearance of Headers and Footers, bringing them in line with the design of your existing web site.



When viewed in a browser, the text will be formatted accordingly.











You have selected the following items for purchase:

	Code	Product	Quantity	Price/Ea.	Total
<input type="button" value="Remove"/>	coast	Florida Tour	<input type="text" value="1"/> <input type="button" value="Update"/>	\$2,500.00	\$2,500.00
<input type="button" value="Remove"/>	LI	London Tour	<input type="text" value="1"/> <input type="button" value="Update"/>	\$5,000.00	\$5,000.00
					Total: \$7,500.00

Please verify the quantity for each item before proceeding with your purchase.

The Navigation Bar

If you're using the Miva Merchant Look & Feel, you'll notice that a navigation bar appears at the top of each page in a browser. To customize the navigation bar, replace the images listed in the "Images" section of the "Store."

Body Background:	<input type="text"/>	
Navigation Bar Logo:	<input type="text" value="graphics/mmui/blades.gif"/>	
Navigation Bar Logo Link:	<input type="text"/>	
Navigation Bar "Select Store":	<input type="text" value="graphics/mmui/selstr.gif"/>	
Navigation Bar "Store":	<input type="text" value="graphics/mmui/storfrnt.gif"/>	
Navigation Bar "Account":	<input type="text" value="graphics/mmui/account.gif"/>	
Navigation Bar "Search":	<input type="text" value="graphics/mmui/search.gif"/>	
Navigation Bar "Product List":	<input type="text" value="graphics/mmui/prodlist.gif"/>	
Navigation Bar "Basket Contents":	<input type="text" value="graphics/mmui/basket.gif"/>	
Navigation Bar "Checkout":	<input type="text" value="graphics/mmui/checkout.gif"/>	
"Add One to Basket":	<input type="text" value="graphics/mmui/addone.gif"/>	
"Buy One Now":	<input type="text" value="graphics/mmui/buyone.gif"/>	

The Navigation Bar is made up of seven images, six for buttons, and one for the Miva Logo.



Miva Logo Image: 17 x 14 pixels

Store Front

Store Front Image: 62 x 15 pixels

Account

Account Image: 45 x 14 pixels

Search

Search Image: 40 x 15 pixels

Product List

Product List Image: 65 x 15

Basket Contents

Basket Contents Image: 90 x 15











Checkout

Checkout Image: 53 x 15

When you create custom images for the Navigation bar, its important to keep the default dimensions that Miva Merchant is using in mind. You'll notice that all the images have variable widths, but most of the images are consistently 14-15 pixels in height. When developing your own images, it's wise not to make your

images higher than 15 pixels. However, you can experiment with width and height until you are satisfied with the results.

Having created the images, we replace the existing images with our own.












Body Background:	<input type="text"/>	
Navigation Bar Logo:	<input type="text" value="graphics/00000001/logo.jpg"/>	
Navigation Bar Logo Link:	<input type="text"/>	
Navigation Bar "Select Store":	<input type="text" value="graphics/mmui/selstr.gif"/>	
Navigation Bar "Store":	<input type="text" value="graphics/00000001/storefront.gif"/>	
Navigation Bar "Account":	<input type="text" value="graphics/00000001/account.gif"/>	
Navigation Bar "Search":	<input type="text" value="graphics/00000001/search.gif"/>	
Navigation Bar "Product List":	<input type="text" value="graphics/00000001/productlist.gif"/>	
Navigation Bar "Basket Contents":	<input type="text" value="graphics/00000001/basketcontents.gif"/>	
Navigation Bar "Checkout":	<input type="text" value="graphics/00000001/checkout.gif"/>	
"Add One to Basket":	<input type="text" value="graphics/00000001/add.jpg"/>	
"Buy One Now":	<input type="text" value="graphics/00000001/buynow.jpg"/>	

You'll notice that Miva Merchant places our custom images in a different directory from the standard "graphics/mmui" with "graphics/00000001".

When we view the Navigation bar in a browser, we see that our images have replaced the default images.



However, there is a background color assigned to the Navigation Bar that we need to change from black to white. We do so in the “Colors” section of the Store.

Body Background:	<input type="text" value="#ffffff"/>	
Body Text:	<input type="text"/>	
Body Link:	<input type="text"/>	
Body Active Link:	<input type="text"/>	
Body Viewed Link:	<input type="text"/>	
Category Tree Background:	<input type="text" value="white"/>	
Header Foreground:	<input type="text"/>	
List Header Foreground:	<input type="text" value="#ffffff"/>	
List Header Background:	<input type="text" value="royalblue"/>	
List Alternate Background:	<input type="text" value="#ffffdd"/>	
Navigation Bar Background:	<input type="text" value="white"/>	

When we look at our Navigation Bar in a browser after making the color change, we see that our own images are nicely integrated into Miva Merchant.



Exercise

Use the tutorial files to experiment with the different areas of Miva Merchant if you don't have your own content developed as of yet. Test the different images in different fields in Merchant. Purposely put images that you think might be too large into fields that work better with smaller images – just to see the effects.

Experiment with adding HTML codes into the various Header and Footer fields. If you are not familiar with HTML codes you can find an HTML course as well as other resources at www.trainingtools.com.

Review Questions

1. Can you link to Miva Merchant pages from other web pages that were not created by Miva Merchant?
2. Can you create your own purchase buttons that will work with Miva Merchant's shopping basket?
3. What features of the navigation bar can be changed?
4. Can the navigation bar be removed completely?

Summary

As a result of this chapter, you should be able to:

- Understand how to link to various sections of Miva Merchant
- Understand the role of Headers and Footers
- Use Miva Merchant's Color setting

Answers Appendix

Chapter 1 Review Questions

1. What products do you currently sell that you think would be best sold on the Internet? Why?

Think about your products and categories. Which ones make sense? Which ones don't?

2. Are your customers already on the net? (Yes/No)

Describe your typical customer's profile.

3. Are you prepared to handle international orders from the global marketplace?

Can a consumer in Sydney, Australia (G'day Mate!) use their VISA card to purchase on your site?

4. What is a click through? (Define)

A Click Through (also spelled click thru) is a click on a web ad (banner, medallion, button, lug, etc) that takes the surfer to a special offer page or a different web site. Often counted and reported as a statistic for web based advertising. E.g. Our banner ads are running at 4.3% click thrus on TrainingTools.com.

5. What is CPM? (Define)

CPM stands for cost per thousand. It's used as a method to price web based advertising. If banner ads are priced at \$50.00 CPM then the cost for 100,000 impressions would be \$5,000.00.

6. What is an affiliate program? (Define) What is an example of one?

An affiliate program is a program that allows 2 organizations to partner in advertising and selling products. Amazon's affiliate program has resulted in their banners and advertising links showing up on thousands of other sites. Under the program if customers purchase after coming to Amazon from an affiliate's site, the affiliate receives commission or compensation for the sale.

7. What is the standard size for a banner ad?

168 pixels wide x 40 pixels high.

8. What is a URL?

URL stands for Uniform Resource Locator. It is the standard method used, when creating links, to describe the addresses of files on the web.

9. What are Tags?

HTML coding is often referred to as tagging since most HTML elements have a beginning point and an ending point known as the opening and closing tag. These tags use angle brackets, <opening> some content affected by the tag </closing>.

10. What is uploading?

This term refers to the process of moving a copy of a file, or transferring information from your local machine (files on your hard drive or information in your browser) to the web server.

Chapter 2 Review Questions

1. What is the name of the Miva Script file used to remove Miva Merchant?

The name of the file is remove.mv

2. Why do you need to specify a Mail server?

Miva Merchant issues confirmation e-mails to both the customer and the merchant when a sale is made. It requires a mail server to use to send the e-mails.

3. Why is the Secure Site Configuration so important?

To be successful you must offer customers a secure environment in which they can place their orders. If your configuration is not done properly your customer's information will not be secure.

4. What is the name of the Miva Script file used to setup the Miva Merchant package?

The name of the file is setup.mv

5. Do you have to remove Miva Merchant before attempting to re-install it? (Yes / No)

Yes

Chapter 3 Review Questions

1. Can order numbers contain letters? (Yes / No)

No.

2. If you don't want to prompt customers to login, in order to make purchases where would you turn that off?

In the Edit Store menu, select Customer Accounts.

3. Can you put HTML codes/tags into the message, Header, and Footer fields? (Yes / No)

Yes.

4. What are the 3 methods you can choose from for the calculation of taxes on sales?

You can select from: VAT, State Based and Shopper Selected.

Chapter 4 Review Questions

1. What is a Delimiter? (Define)

A delimiter is a character used to mark the limits (ending point) of a field. A data file that is tab delimited means that each piece of data ends with a tab character to delimit it from the next piece of data.

2. If you do not enter any Weight for the product, will the shipping module be able to calculate a shipping cost? (Yes/ No)

Yes.

3. What is the maximum number of characters for the Category Code field?

50 characters.

4. What is the maximum number of characters for the Category Name field?

100 characters.

Chapter 5 Review Questions

1. Give an example of a product that you sell that requires the customer to make choices to get the product they want, i.e. Size – SM, M, L, XL, XXL.

Broccoli – small, medium or large? Don't think so!

2. Can product attributes affect the price of the product?

Yes if the attribute uses a checkbox to allow the customer to select it or not.

3. Can product attributes be required? Give an example.

Yes. Attributes such as size or color should be required to allow the customer to order the exact product that they desire.

4. Why would you only offer a special promotion through the Upsold product feature?

It allows you to offer the promotion only to customers that are purchasing other items from your site.

5. Where is the Upsale offer presented to the customer?

Upsale products don't show up until the final order information page, during customer check out.

Chapter 6 Review Questions

1. Can you use more than one shipping module with your store configuration?

Yes. Different shipping options will be displayed to the customer.

2. What payment option would you use to accept checks?

The check payment module.

3. What options do you have to accept credit cards?

You can choose Credit Card Payment with Simple Validation or you can choose from one of the real time processing options from the listed vendor offerings.

4. How does the customer know that their order was accepted / placed?

The customer receives an e-mail confirmation that their order was placed.

5. How do you know when you have sold something?

An order confirmation is e-mailed to the merchant when a customer purchases from the site.

Chapter 7 Review Questions

1. Can customers create their own account?

Yes, customers can create their own accounts on your site.

2. Why should a customer create an account at your store?

If a customer plans to purchase from your store again, having an account means that they will not have to enter all of their shipping information again.

3. Can you have special products that are only offered to certain customers?

Yes. You can create an availability group to restrict special products to selected customers.

4. Can you have different price lists that are available to different customers?

Yes. You can create price groups that allow you to present different prices to different customers.

5. Do repeat visitors have to login every time they visit?

Repeat customers may be recognized by Miva Merchant if they have ever logged in or created an account before. Once recognized the repeat customer would see any special prices or products that you have associated with their account. If they choose to purchase an item they will be asked to login.

Chapter 8 Review Questions

1. Do you have to batch orders to process them?

No. You can process each individual order without creating a batch.

2. Why would you want to create a batch?

If your site is generating many orders it will be easier to handle them in batches as opposed to individual orders.

3. Why would you run a Standard Batch Report?

The Standard Batch Report will allow you to see customer order information in a summarized format.

4. How can you get your customer order information out of Miva Merchant?

Export the information to a flat file format.

Chapter 9 Review Questions

1. Can you link to Miva Merchant pages from other web pages that were not created by Miva Merchant?

Yes. When you create your store with Miva Merchant you can click on the Links button to display the URLs for the key pages such as the storefront, the accounts page, the products page, etc.

2. Can you create your own purchase buttons that will work with Miva Merchant's shopping basket?

Yes. The "add 1 to basket" and "buy 1 now" functions for each product can be implemented as URLs for links.

3. What features of the navigation bar can be changed?

The background color and the images for each of the menu items can be changed.

4. Can the navigation bar be removed completely?

No. The navigation bar cannot be removed or disabled without customization to the Miva Merchant software.

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